

## **Historic, Archive Document**

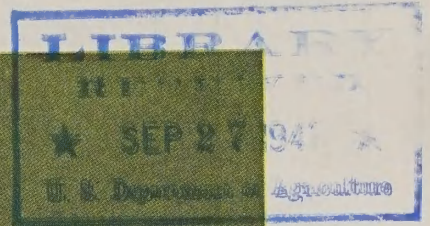
Do not assume content reflects current scientific knowledge, policies, or practices.





62.09

# Paul J. Howard's California Flowerland



*Bulbs*  
1941-'42

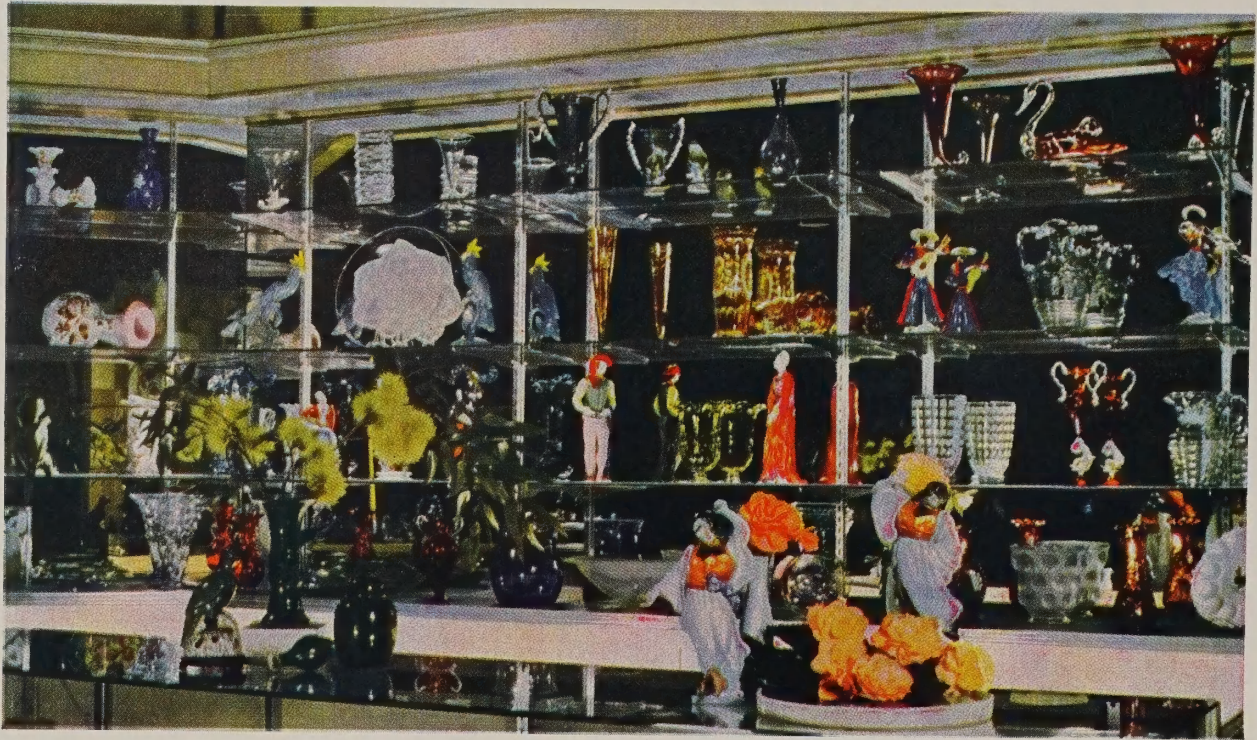
*Moonshine Daffodils with Fragrant Single Jonquils*

**BULBS, SEEDS, BEDDING PLANTS for  
WINTER AND SPRING FLOWERS**

**LOS ANGELES, CALIFORNIA**

**11700 NATIONAL BOULEVARD**





## *An Amazing Display in Our Beautiful Store*

Nowhere will you find such a beautiful display of vases, jardinières, bowls, figures in porcelain, glass, pottery and metal, and lovely gift articles from all over the world, and typical Californian potteries and artware for home decoration, for wedding, birthday, and holiday gifts. Visitors are enchanted with the beauty of this store, and freely comment on our comparatively lower prices. You will always find innumerable fascinating articles to take or send home to Eastern friends.

Here, too, is our complete Seed Department, where we packet our own fresh seed of finest strains, as demonstrated in our display gardens.

Garden Furniture designed for outdoor living, garden ornaments and equipment, bells, garden gloves and aprons, tools, insecticides and fertilizers, books on gardening, are a part of the complete garden merchandise to be had at

## **PAUL J. HOWARD'S** *California Flowerland*

11700 NATIONAL BOULEVARD :: LOS ANGELES

TELEPHONES:

Los Angeles, Ashley 42951; West Los Angeles, Arizona 31171; Santa Monica, 42755



# Anemones

Brightly colored, resembling large poppies, Anemones are among the most popular spring flowers for cutting and garden display.

We are constantly improving our strains, by rigidly discarding from the crop all inferior flowers. Each year's harvest is better than the last, producing robust growing plants with large flowers on strong erect stems, for long-lasting cut flowers.

**California Flowerland Mixture.** Brilliant and varied colors ranging from many tones of pink and lavender to rich blues and brilliant scarlet, many with pure white zone surrounding jet black centers.

**Mammoth Bulbs — Dozen, 75c; 100, \$5.00.**

**Large Bulbs — Dozen, 50c; 100, \$3.50.**

**Blue Poppy.** Large violet blue, with black center. Bouquets of one color are especially effective.

**His Excellency.** Vivid scarlet, silvery white base and black center; very large and showy.

**The Governor.** Dazzling rich scarlet, semi-double, on tall, stiff stems for cutting.

**White Poppy.** A lovely dazzling white flower, with faint green center; new and fine.

**Price of the above named varieties:**

**Mammoth Bulbs — Dozen, 75c; 100, \$5.00.**

**Large Bulbs — Dozen, 50c; 100, \$3.50.**

**St. Bavo.** A charming new variety, in color range like our California Flowerland mixture, but growing only four or five inches high, with broad, attractive foliage, and broad petalled flowers. For low bedding effects and in rockeries, they are most attractive. **Dozen, 50c; 100, \$3.50.**

**St. Brigid.** Double Flowered Anemones. Lovely double and semi-double flowers of large size, in a wide range of rich and brilliant colors.

**Mammoth Bulbs — Dozen, 75c; 100, \$5.00.**

**Large Bulbs — Dozen, 50c; 100, \$3.50.**

## CULTURE OF ANEMONES

*Like Ranunculus, it is well to soak Anemone bulbs for a few hours in water before planting them, or they may be placed in a flat of sand until sprouts appear, then transplanted to open ground. Set the smaller bulbs four to six inches apart, the larger ones eight inches apart, for best effect. Cover them about one inch, in well prepared and well-drained soil.*

## Anemone Plants

Already growing in our new plant band pots, these green plants are ideal for planting in your garden. As they are developed beyond the critical stage, the chances of loss or injury are spared.

**California Flowerland Mixture, St. Brigid, Blue Poppy, White Poppy, His Excellency.**

Green plants in plant band pots—

**Dozen, \$1.00; 100, \$7.50. Not Prepaid.**

ANEMONE  
Blue Poppy.

Mammoth Bulbs,  
Dozen 75c



ANEMONE  
His Excellency.

Mammoth Bulbs,  
Dozen 75c



ANEMONE  
St. Brigid,  
Double Flowered,

Mammoth Bulbs,  
Dozen 75c





# Giant Ranunculus

These lovely Ranunculus are among the showiest and most satisfactory spring flowers for the Southland, making as fine a display in the garden and in floral arrangements as Tulips do in northern gardens.

Paul J. Howard pioneered the introduction of these wonderful flowers, which have now become the leading spring flowering bulbs in California. Constant improvement in form, size, and variety of color, has made the strains we now offer the finest in existence.

Now, too, we have glorious separate color blends that increase the effective use of Ranunculus in flower beds, and in cut flower arrangements.

New California Flowerland Orange Shades Ranunculus.  
One of the most distinctive blends.



## *California Flowerland* **Ranunculus** In Separate Color Blends

**Orange Shades.** A new color bend, and one of the loveliest. Brilliant deep orange, tawny orange and golden orange shades. The flowers are huge and double, beautifully formed, on strong stems. Solid beds of this blend attract immediate attention, because of the unique and startling coloring, different in effect from any other flowers.

**Red Shades.** Vivid red, scarlet, crimson, startlingly brilliant in effect.

**Pink Shades.** Exquisite soft shades, ranging from pale pink to deep rose, choice for cutting.

**White and Cream Shades.** Immense double blossoms, ranging from pure white to creamy white, often lighted by a greenish glow in the center. Delightful in floral arrangements.

**Yellow Tints.** Lighter in tones than Golden Yellow, from soft creamy yellow to buttercup yellow.

**Golden Yellow.** Bright golden yellow. These two strains of yellow, planted with the White and Orange, will produce a magnificent spring effect in the garden.

**Prices of above color blends:**

**Extra large bulbs—Doz., 75c; 100, \$5.00**

**Large bulbs—Dozen, 50c; 100, \$3.50**

### **Group Offer**

12 Bulbs of each of the 6 Separate Colors  
72 Bulbs in all, for

**\$2.75** postpaid.

Ask for Group R-1.



# Paul J. Howard's Giant Ranunculus

## *California Flowerland Mixture*

The most magnificent strain of Ranunculus in existence. The flowers are large and fully double or semi-double, with many broad petals of silky texture. The color range is remarkable, from white and cream, through yellow, brilliant orange and scarlet, to crimson, rose, and shades of pink.

Ranunculus have a long blooming season; starting in earliest spring, they present a colorful display, and you may continue to cut their lovely flowers for many weeks.

### **Paul J. Howard's Giant Ranunculus California Flowerland Mixture**

**Super Jumbo Bulbs — Dozen, 90c; 100, \$6.75**  
**Extra Large Bulbs — Dozen, 50c; 100, \$3.50**  
**Large Bulbs — Dozen, 35c; 100, \$2.50**

### **Green Plants**

Like Anemones, we grow great quantities of Ranunculus in our plant band pots, each a large, vigorous, growing plant. The ideal way to transplant, for quick, sure results.

**Dozen, \$1.00; 100, \$7.50**

**Not Prepaid**

### **Ranunculus Bargain**

Fine strain of Mixed Colors, large, double and semi-double flowers in a complete range of colors.

#### **Flowering Size Bulbs:**

**2 Dozen for 50c; 100 for \$1.50**

**1000 Bulbs for \$10.00, prepaid.**

Ask for Ranunculus Bargain R-2

### **How to Grow Ranunculus**

*Ranunculus are of easy culture, and require the same treatment as Anemones. They should not be planted before the last week in September. Soak the bulbs two or three hours in water, before planting, or start them in moist sand. Then plant them out in well-prepared soil, with the prongs down. Cover about one inch. Space the bulbs from 6 to 12 inches apart, depending on the size of the bulbs. A sunny situation and good drainage are essential.*

*Do not use peat soil for Ranunculus.*

*In California and the South, Ranunculus are best planted in fall. Where winters are cold, plant bulbs as soon as frost is out of the ground.*



**CALIFORNIA  
FLOWERLAND  
RANUNCULUS**





#### KING ALFRED

The most highly productive giant Trumpet Daffodil for California, and the earliest to bloom. Each of our mammoth bulbs produces 3 to 5 spectacular blooms.

Dozen \$1.75.



#### SPRING GLORY

Lovely Bicolor Trumpet Daffodil, crystal white and golden yellow.

Dozen \$1.25.



#### TRESSERVE

Huge frilled golden Daffodil. Blooms several weeks later than King Alfred, providing great quantities of huge, long stemmed Daffodils for a long season.

Dozen \$1.50.

PAUL J. HOWARD'S

*California Flowerland*

## Daffodils and Narcissus

Daffodils and Narcissus should be more freely planted, for no other group of flowers so freshly heralds the joyousness of spring.

The appreciation of these wonderful bulbous flowers is increasing rapidly, with the introduction of varieties that are so well adapted to California gardens. Charming displays of daffodils are one of the features of our spring flower shows, and superb varieties can now be had at reasonable prices.

### Large Trumpet Daffodils

*The flowers of this class are distinguished by the large trumpet or crown, which is usually as long as, or longer than the petals.*

**Diotima.** This super-giant daffodil was a sensation at the Southern California Spring Flower Show in Pasadena, overshadowing in size all others in the large display. The blossoms are often 5 to 6 inches across, gracefully curved, on long stems. Broad overlapping petals of deep primrose yellow, trumpet deeper yellow. An outstanding novelty of great beauty. **Each \$1.10; 3 for \$3.00; dozen \$11.50.**

**King Alfred.** The most popular of the giant trumpet class, for California planting. Early flowering, bearing immense clear yellow blooms, the trumpet beautifully frilled.

**Mammoth Bulbs, 2 for 35c; dozen, \$1.75; 100, \$12. Large Bulbs, dozen, \$1.25; 100, \$8.50.**

**Selected Huge Bulbs,** four to five flowers in each, (the best size for growing in pots or bowls) **3 for 65c; dozen, \$2.50; 100, \$18.00.**

**Spring Glory.** Favorite garden daffodil, very showy and early flowering, with clean white petals and long chrome yellow trumpet with prettily reflexed brim. **Dozen, \$1.25; 100, \$8.50.**

**Tresserve.** Distinct and lovely blossom of huge size, with long trumpet of bright canary yellow, deeply fringed, petals lighter yellow, curving around the trumpet. **3 for 45c; dozen, \$1.50; 100, \$10.00.**

## SPRING GLORY TRIO

Three wonderful daffodils that, planted together, will provide a glorious floral display for a long season—King Alfred, first to bloom, followed by Spring Glory, then Tresserve.

**SPECIAL COLLECTION OFFER — "SPRING GLORY TRIO"**

12 King Alfred  
12 Spring Glory  
12 Tresserve

36 Giant Daffodil Bulbs  
For only . . . . .

**\$3.25**  
POSTPAID



## Large Trumpet Daffodils

**Alaska.** An exceedingly fine newer Daffodil, giant in size, deep golden yellow, gracefully frilled and recurved. **3 for 55c; dozen \$2.00; 100, \$15.00.**

**Empress.** An always popular bicolor, pure white petals, rich yellow trumpet. **3 for 30c; dozen, \$1.10; 100, \$7.75.**

**La Vestale.** One of the most charming of all. Pure ivory petals and large, deep cream-colored fluted trumpet make a Daffodil of unusual grace, form and daintiness. Blooms freely and naturalizes wonderfully in California. **3 for \$1.00; dozen, \$3.50; 100 \$25.00.**

**Lovenest.** Among the daintiest of all, decidedly unique in coloring; white petals, and saffron yellow trumpet turning to apricot. **Each, 60c; 3 for \$1.50; dozen, \$6.00.**

**Mrs. R. O. Backhouse.** The famous "pink Daffodil". Ivory white petals, long slim apricot-pink trumpet, with deeply frilled edge. Delicately beautiful, long lasting, early. **Each, \$1.75; dozen, \$17.50.**

**Olympia.** Large frilled golden yellow, a most satisfactory bloomer, and fine for planting with King Alfred and Tresserve. Its flowering period is just between the two. **3 for 45c; dozen, \$1.50; 100, \$10.**

**W. P. Milner.** A charming free-flowering white, lovely for naturalizing and in rock gardens. **3 for 70c; dozen, \$2.50; 100, \$19.00.**

## Incomparabilis Daffodils

*A large flowered type, with crown or cup from one-third to nearly as long as the petals. Flowers are very highly colored, including startling red-orange tones.*

**Bernardino.** Very large flowers, creamy petals and elegant fluted crown of deep yellow, stained orange. **4 for 50c; dozen, \$1.25; 100, \$8.50.**

**Dick Wellband.** A striking novelty. The flame orange cup contrasts beautifully with the pure white petals. **Each, 90c; dozen, \$9.00.**

**Francisca Drake.** Petals pure white, tinted gold at base. Wide open, densely frilled crown of golden yellow with flame orange edge. **3 for \$1.00; dozen, \$3.50.**

**Gloria Mundi.** Star-shaped yellow perianth, yellow cup edged with red. **3 for 40c; dozen, \$1.50; 100, \$10.**

**Mi-Careme.** Distinct wide flaring trumpet of deep chrome yellow, frilled at the edge; petals lighter yellow. **3 for 45c; dozen, \$1.50; 100, \$10.00.**

**Milford Haven.** Lovely flower with creamy white perianth and wide cup of chrome yellow shading to orange scarlet, ruffled and frilled at the edge. Outstanding in any collection, and a marvellous show variety. **2 for 45c; dozen, \$2.25; 100, \$18.00.**

### LOVENEST

Dainty and unique, a charming cut flower.  
3 for \$1.50



### MILFORD HAVEN

One of the outstanding varieties in last spring's flower shows.  
Dozen \$2.25



### BERNARDINO

A very fine lower priced variety for naturalizing or cutting.  
Dozen \$1.25







**GERTIE MILLAR**

Wonderful new Giant  
Leedsi Daffodil.

Each 45c

## Incomparabilis Daffodils (Continued)

**Red Cross.** Sensational large flower with yellow perianth and deeper yellow trumpet, deeply frilled and bordered with orange. **2 for 45c; dozen, \$2.25; 100, \$18.00.**

**Sir Watkin.** A favorite variety of pure golden yellow. **Dozen, \$1.00; 100, \$7.50.**

**Whitewell.** Open fluted crown of rich orange yellow, petals creamy white. Fine free-flowering, long-stemmed variety for garden or pots. **Dozen, \$1.00; 100, \$7.75.**

**Yellow Poppy.** Gracefully formed flower with overlapping primrose yellow petals and bright yellow expanded cup having a frilled orange edge. **Dozen, \$1.00; 100, \$7.50.**

## Leedsi Type Daffodils

*Distinguished by white petals and white, or nearly white crown, sometimes tinged with apricot. Graceful and lovely, some are as large as the Trumpet Daffodils.*

**Gertie Millar.** Wonderful new giant Narcissus, with pure white perianth and deeply fluted cup of pale primrose yellow; long pistils and anthers. Unusually handsome. **Each, 45c; 3 for \$1.25; dozen, \$4.50.**

**Mrs. Nette O'Melveny.** A dancing Daffodil with pure white perianth and cup of clear lemon yellow, edged orange. **3 for 30c; dozen, \$1.00; 100, \$7.50.**

**Hera.** Broad creamy white petals, deeply frilled cup of pearly white, edged pale primrose yellow. **3 for 30c; dozen, \$1.00; 100, \$7.50.**

**Tunis.** We planted some of the first bulbs that came to this country from England, where it originated. It proved to be such an outstanding new variety, growing so well, that we unhesitatingly recommend it for all gardens. Tall, robust growing, with large blossoms of pure ivory white. The handsome trumpet is beautifully fringed and serrated with a soft flush of pale coppery gold at the edge. **Each, 45c; 3 for \$1.25; dozen, \$4.50.**

## CALIFORNIA FLOWERLAND DAFFODIL MIXTURE

**A Superb Mixture for Naturalizing, and for Cut Flowers**



Into this grand mixture go named varieties selected for abundant and long blooming season, for strong growth, and naturalizing with little care.

Plant liberally in clumps, drifts and solid beds, border them in patches among shrubbery, along drives and fences.

Enjoy their colorful fragrant blossoms for a long season.

**25 Bulbs for \$ 1.75**  
**100 Bulbs for \$ 6.75**  
**1000 Bulbs for \$62.50**

*Bulb Orders of \$1.50 or more are sent prepaid at catalog prices, unless marked "not prepaid". Add 15c for mailing costs to orders of less than \$1.50.*



## Barri Type Daffodils

*Characterized by crowns less than one-third the length of the petals, usually very highly colored, and free flowering, one large flower to a stem.*

**Alcida.** Giant flowers of pure white, the individual petals one and one-half inches wide; citron yellow cup with blood orange frill. **2 for 35c; dozen, \$1.75; 100, \$12.00.**

**Barri Conspicuus.** Favorite variety with bright yellow petals, broad cup edged orange-scarlet. **Dozen, 90c; 100, \$6.75.**

**Diana Kasner.** One of the finest, with large fluted yellow cup, edged blood red, forming a beautiful contrast with the pure white petals. **4 for 50c; dozen, \$1.25; 100, \$8.50.**

**Seagull.** Large, broad-petalled perianth of pure white, slightly reflexed. Cup is light yellow with red picotee edge. Tall, free flowering; late. **Dozen, 90c; 100, \$6.75.**

## Cyclamen Flowered Daffodils

*Elegant and graceful type with reflexed petals, lovely in floral arrangements.*

**February Gold.** About the first Daffodil to open in spring, and a lovely, graceful flower of deep golden yellow, with orange fringed trumpet. Splendid in pots, to bloom in the window. **Each, 30c; dozen, \$3.00; 100, \$25.00.**

**Moonshine.** One of our favorites. Beautiful star-shaped creamy white flowers, often three to a stem, drooping gracefully. One of the most charming cut flowers imaginable. Note arrangement with yellow Jonquils on front cover. Try them, too, in a small white vase with Maidenhair fern and pansies. Fine in the rock garden, or for naturalizing in partial shade. **3 for 55c; dozen, \$2.00; 100, \$15.00.**

## Double Daffodils

**Albus plenus odoratus.** Snowy white, sweetly scented, resembling gardenias. Fine cut flower. **Dozen, \$1.00; 100, \$7.50.**

**Cheerfulness.** Lovely creamy white double Poetaz, on strong stems. A fine garden and show flower. **3 for 45c; dozen, \$1.50; 100, \$9.00.**

**Twink.** A beautiful newer variety with much charm and grace for all decorative work. Artistically arranged petals, alternating pale primrose and bright orange, make a most attractive blossom. **3 for 55c; dozen, \$2.00; 100, \$15.00.**

**Von Sion.** Daffodil shaped, with full double trumpet of golden yellow, and yellow petals. **Dozen, \$1.00; 100, \$7.50.**

## Poeticus Narcissus

**Ornatus maximus.** Broad white petals, very flat, fluted cup of yellow, edged red; fragrant, splendid for naturalizing. **Dozen, \$1.00; 100, \$7.50.**

## Poetaz Narcissus

*Flowers large, like Poeticus, but with several to a stem. Fragrant, but not strongly scented like cluster Narcissus.*

**Frans Hals.** Creamy white perianth, yellow cup; beautifully formed flower; blooms freely. **Dozen, \$1.00; 100, \$7.50.**

**Orange Cup.** Light yellow perianth, frilled cup of orange-red. One of the freest blooming and best of all Narcissus for naturalizing. **3 for 45c; dozen, \$1.50; 100, \$10.00.**

**MOONSHINE**  
Charming little Daffodil for flower arrangements.

See Front Cover.

Dozen \$2.00



**DIANA KASNER**  
Fine Barri Daffodil.

Dozen \$1.25



**FRAGRANT  
POETAZ NARCISSUS**  
Frans Hals.

Dozen \$1.00







Paper White Narcissus should be freely planted among shrubbery and in beds, as they are in this picture of a parkway planting.

Special Bedding Size Bulbs:

|                  |                   |                     |
|------------------|-------------------|---------------------|
| <b>Dozen 75c</b> | <b>100 \$5.00</b> | <b>1000 \$40.00</b> |
|------------------|-------------------|---------------------|

## Fragrant Jonquils

These Narcissus have rush-like foliage, with deep golden yellow blossoms, like miniature Daffodils. They are lovely planted in beds with violets, violas, or other low flowers, and have a delightful fragrance.

**Campernelle Single.** Rich deep yellow, two to four blossoms on each 18-inch stem. **3 for 30c; dozen, 95c; 100, \$6.75.**

**Campernelle Double.** Bears beautiful heads of fragrant double, golden yellow blossoms. **3 for 30c; dozen, 95c; 100, \$6.75.**

**Jonquilla Simplex.** Old fashioned sweet scented yellow Jonquil. (See front cover illustration.) **4 for 50c; dozen, \$1.25; 100, \$8.00.**

## How to Grow Daffodils

Narcissus and Daffodil bulbs should be planted from four to six inches deep, depending on whether the soil is heavy or light—deeper when soil is light. The soil should be moist and workable, and carefully spaded, when plantings are made. After planting, water thoroughly and mulch with peat moss or leaf mold. Then do not water again until the leaves appear above the ground.

The polyanthus and crown varieties are suitable for naturalizing, and may be planted in permanent locations, to bloom more freely each succeeding year. All Narcissus are grateful for a little shade, and the double types require more moisture than the others.

Narcissi bulbs are best planted in October and November, to give the bulbs a good start and become rooted.

## How to Grow Bulbs in Bowls

Place the bulbs on some coarse sand or pebbles in the bottom of a bowl, and add enough water from time to time so that just the bottom of the bulbs are kept covered. Keep in a cool, and rather dark place for two or three weeks. If grown in too warm a place, flowers will not develop. As soon as the tops and roots are well started, the bowls may be brought to light and living room temperature, where they should come into bloom in a few weeks, brightening the room with their cheerful color and fragrance.

## Cluster Narcissus

Cluster Narcissus are especially fine for liberal plantings in beds and borders, flowering with little care year after year. They are well adapted, too, to growing in water indoors, for which purpose the largest size bulbs should be used. Cluster Narcissus bloom very early, often in December, when planted in September.

**Paper White Narcissus.** Favorites for growing in bowls, but especially valuable in the garden, where they should be freely planted to produce charming cut flowers for table decoration. Clusters of pure white fragrant blossoms. Extra large bulbs for bowls or garden. **3 for 30c; dozen, \$1.00; 100, \$7.50. Bedding size bulbs, dozen, 75c; 100, \$5.00; 1000, \$45.00.**

**Chinese Sacred Lily.** The most popular bulb for growing in bowls. Clusters of white flowers with yellow cups, intensely fragrant. Each large bulb contains many blossoms.

**Huge bulbs, 3 for 55c; dozen, \$2.00; 100, \$15.00**

**Large Bedding Size for Gardens, 3 for 35c; dozen, \$1.00; 100, \$7.50.**

**Soleil d'Or.** Similar to Paper White Narcissus in habit, but with large golden flowers having orange cups.

**Huge Bulbs, 3 for 55c; dozen, \$2.00; 100, \$15.00.**

**Bedding Size, 3 for 35c; dozen, \$1.00; 100, \$7.50.**



CHINESE SACRED LILY



# California Flowerland

## Early Spring Flowering Bulbs

This class of bulbs furnishes myriads of lovely flowers in early spring, especially desirable for bedding and cutting. Many are from South Africa, especially adapted to California, where they should be planted in early fall. In the East, planting of these should be made in spring.

### Butterfly or Mariposa Tulips

**Calochortus.** Charming native Californians, prized wherever grown. Flowers are marked with brilliant colorings.

*They should have well - drained, rather sandy soil, and do well in sun or half-shade. Do not over-water.*

**California Flowerland Mixture.** The flowers of this mixture range in color from white and creamy yellow to purple.

**Dozen 75c; 100, \$5.00.**

**Kennedyii.** The rare Desert Mariposa Lily. Dazzling vermilion.  
**3 for 55c; Dozen, \$2.00.**

**Yellow.** Large rich golden yellow.  
**3 for 45c; Dozen, \$1.50.**

### Crocus

Favorites for early spring flowers. Set them in closely planted groups, in beds, borders, or in the lawn, or grow them in pots, indoors.

**Lavender, White Striped, Purple, Yellow.**

**Dozen, 75c; 100, \$5.00.**

**COLCHICUMS.** These fascinating bulbs bloom indoors, without soil or water. Lovely table decorations in bowls or dishes. **3 for \$1.00.**

**MARIPOSA TULIPS.** A lovely native Californian.  
**Dozen 75c**



**BABY GLADIOLUS, Peach Blossom.**  
**Dozen 75c**

### Baby Gladiolus

Baby Gladiolus are delightfully graceful for cut flowers, with slender, but strong stems bearing numerous butterfly-like flowers. They are attractive in the garden, and as easily grown as the large Gladiolus. Plant the bulbs in a sunny location, preferably in sandy loam, about two inches deep.

**Peach Blossom.** Soft rose pink, most attractive for cutting.

**Spitfire.** Brilliant orange scarlet.  
**Dozen, 75c; 100, \$5.00**

### Giant Autumn Crocus

**Colchicum.** Interesting bulbs that produce their delicate waxy flowers in early autumn, without any foliage. The leaves appear in spring and die down in summer before the flowers develop. Attractive in the rock garden or low border, and for indoor culture, where they will grow and blossom without soil or water. Plant outdoors after flowering.

**Three Colors, Delicate Pinkish White, Rosy Lilac, Deep Rosy Purple.**  
**Each, 35c; 3 for \$1.00; Dozen, \$3.50.**

### Ixia

Charming flowers produced in graceful clusters on slender, wiry stems. Star-shaped, brilliantly colored, and lovely as cut flowers. Make a gay showing in the border planted in groups or masses.

*Like all South African bulbs, they should have well-drained soil, preferably sandy. Plant them in sun or half-shade, about five inches apart, and cover one inch.*

Separate colors: **Cream, Pink, Rose, Red, Orange, Yellow.**  
**Dozen, 75c; 100, \$5.00.**

**California Flowerland Mixture.** All of the above colors for a brilliant effect in mass planting. **Dozen, 60c; 100, \$4.00.**

**Ixia Bloem Erf.** Tall, wiry stems, 4 to 5 feet high, with 20 to 40 open flowers at once, varying in color from pure white through shades of pink with lilac tinge. **Dozen, 75c; 100, \$5.00.**







CALIFORNIA FLOWERLAND GIANT FREESIAS

## California Flowerland

# Fragrant Freesias

The delicate beauty and fragrance of Freesias, their free flowering habit and ease of culture, make them favorites for the garden and for cutting. A planting of Freesias, in the border or separate bed, will last for years, increasing in beauty as the plants are established.

*Freesias do well in full sun or partial shade. Prepare the soil by spading up and pulverizing. Space the bulbs five or six inches apart, and cover about two inches. Keep the soil moist, but not too wet.*

## California Flowerland Giant Freesias

These newer varieties have exceptional vigor, producing huge flowers of great substance, on stiff stems. At the low prices we quote on larger bulbs, everyone can afford to have a bed of these lovely flowers.

**Achievement.** Deep golden yellow with dark orange blotches.

**Albatre.** A new giant white, with flowers of heavy, waxy texture, on long, rigid stems. (See illustration below.)

**Celeste.** A lovely bright violet blue.

**Golden Wonder.** Very large, rich clear yellow; orange marking on lower petal.

**Climax.** Bright rosy pink.

**Orchidea.** Large flowers of soft pearly orchid, with golden yellow throat.

**Sunset.** Golden yellow, orange tints.

**California Flowerland Giant Freesia Mixture.** A carefully blended mixture of the best named varieties, including all colors.

Price of the Above Giant Freesias: Dozen, 60c; 100, \$4.00.

## Purity Freesia

Very large white flowers of great beauty and delicate fragrance. This is the earliest strain to bloom, and the most popular for cut flowers.

Large Bulbs — Dozen, 35c; 100, \$2.75.

## Special Bargain Fragrant Rainbow Freesia Mixture

This is an exceptional value for large plantings of delightfully fragrant Freesias, in a splendid mixture of all colors.

Dozen, 30c; 100 Bulbs for \$2.00.

## Allium

Dainty flowers, on long slender stems that grow easily in sun or half-shade.

**Allium Neapolitanum.** Graceful clusters of white flowers, 20 to 30 to a stem, on tall, stiff stems. Charming for the border, and for cutting. Dozen, 50c; 100, \$3.50.

**Allium Unifolium.** Very pretty and unusual free flowering bulbous plants. Rose pink, starry blossoms in large clusters on wiry 18-inch stems, fine for cutting. Dozen, \$2.00; 100, \$15.00.

## Baboon Flower

**Babiana.** Spring flowering bulbs that produce spikes or clusters of brilliant flowers, varying from lavender, blue, purple, to brilliant red and crimson. Striking in flower arrangements, and effective when planted in groups in the border. Require same treatment as Freesias.

Mixed Hybrids—Dozen, 50c; 100, \$3.50.

All orders for Bulbs, amounting to \$1.50 or more, are sent post-paid, except as noted.

On orders for less than \$1.50, please add 15c to cover mailing costs.



NEW GIANT FREESIA, Albatre.





**SPRING SNOWFLAKES**—Easily grown.  
Dozen 90c



**LACHENALIA**  
The Cape Cowslip. Plant them in the garden, and grow some in pots. Fire-cracker-like flowers are long lasting.  
Bloom soon after planting.  
3 for 55c  
Dozen \$2.00

## Spring Snowflakes

**Leucojum Vernum.** Charming spring flowers that resemble Lilies of the Valley—small white bells, tipped green, on slender spikes. These flowers, easily grown, make a delightful substitute for Lilies of the Valley. Plant them in groups in the border, or use them as low edgings where they will remain permanently and bloom year after year. Plant in ordinary soil, three to eight inches apart and three inches deep. **Dozen, 90c; 100, \$6.50.**

## Lachenalia — Cape Cowslip

A South African bulb that produces spikes of striking, tubular fire-cracker-like blooms of brilliant coral red, tipped green. Most attractive as a Christmas plant, with gay holiday colors, and easily grown in the border, or in bowls or pots. The hyacinth-like spikes make splendid cut-flowers. In pots, group the bulbs closely together, and cover about one inch; in the open ground, space them about four inches apart. **3 for 55c; Dozen, \$2.00; 100, \$15.00.**

## Butterfly Iris

**Moraea polystachya.** Interesting plants of slender growth, with striking, three-petalled flowers. Useful in the garden, lovely for cutting. They grow 18 to 24 inches high, producing numerous wiry branches that are covered with butterfly-like flowers of light Parma violet, penciled with deeper violet, with a bright yellow spot at the base of the petals. Bulbs bloom a few weeks after planting, continue for several months. **2 for 25c; Dozen, \$1.25; 50 for \$4.75.**

## Glory of the Sun

**Leucocoryne Ixioides odorata.** A lovely Chilean flower that has become very popular. Striking star-shaped flowers of sky-blue, exquisitely fragrant, are clustered on long stems. The flowers last from two to three weeks when cut. Plant the bulbs about three inches deep, spaced 4 to 6 inches apart. Culture same as Freesias.

**Top Size Bulbs—3 for 55c; Dozen, \$2.00; 100, \$15.00.**

**Flowering Size Bulbs—3 for 30c; Dozen, \$1.00; 100, \$7.50.**

**GLORY OF THE SUN**  
Exquisitely fragrant flowers—clustered on long stems. Delightful in vases.  
3 for 55c  
Dozen \$2.00



## Grape Hyacinth Muscari

Clusters of bright blue flowers, on six-inch stems, resembling small bunches of grapes. Plant them thickly along edges of flower beds, in borders and rock gardens, where they will bloom year after year and make a lovely carpet of blue. Bulbs should be set about two inches deep.

**Dozen 65c; 100, \$4.50.**







**STAR OF BETHLEHEM.** Large bulbs freely produce long stemmed, long lasting flowers for cutting. **Dozen 75c.**

### Oxalis

Small bright buttercup-like flowers, with light green shamrock foliage. Effective for borders and ground cover in shade or half-shade. Set bulbs about six inches apart, in ordinary garden soil, and cover 1 inch.

**Boweii.** Rose Pink.

**Grand Duchess.** Pink.

**Grand Duchess.** Lavender.

**Bermuda Buttercup.** Yellow.

**Price of all Oxalis:** Dozen, 50c; 100, \$3.50

**GOLD STAR,** from South Africa. Bloom continuously from February to May. **3 for 45c; dozen \$1.50.**



## PAUL J. HOWARD'S

*California Flowerland*

# African Star Flowers

### Ornithogalum

These showy flowers are of easiest culture, always sure to bloom, and are remarkable for their keeping qualities, both in the garden and as cut flowers.

Give them a sunny position in ordinary soil with good drainage, and cover the bulbs two to three inches.

**Star of Bethlehem (Ornithogalum Arabicum).** Large clusters of starry, paper-like flowers, with jet black centers, charming for cutting. Hardy and very prolific, blooming at Easter. **Dozen, 75c; 100, \$5.50.**

**Gold Star (Ornithogalum Aureum).** Clusters of large, showy, cup-shaped blossoms of brilliant golden yellow, on stems about 12 inches high. Blooms continuously from February to May, and is a wonderful cut flower, lasting three to four weeks. **3 for 45c; Dozen, \$1.50; 100, \$10.00.**

**Gold Star Hybrids.** Larger and taller than Ornithogalum aureum, blooming later, from April to June. Flowers are bright yellow to orange red. **3 for 45c; Dozen, \$1.50; 100, \$10.00.**

**Yellow Star (Ornithogalum fergusonii).** Bright yellow star-shaped flowers, in clusters, on nine-inch stems. **Dozen, 75c; 100, \$5.00.**

**Chincherinchee (Ornithogalum Thyrsoides).** Tall clusters of pure white flowers, lasting many weeks when cut. **Dozen, 75c; 100, \$5.00.**

### Wood Hyacinth

**Scilla campanulata.** Known also as Wood Hyacinths, these are among our earliest and brightest spring flowers. They are especially valuable for naturalizing, for low borders and rock garden planting. Scillas thrive in shade or half-shade, and should be planted in masses or clumps, for the best effect. Growing, 12 to 18 inches high, effective in clumps in the border, especially among Narcissus.

**Blue Queen.** Bright blue.

**Rose Queen.** Pretty rose pink.

**Dozen, 85c; 100, \$6.00.**

**Scilla peruviana.** See page 19.

### Streptanthera Cuprea

Another brilliant new Cape bulb, each bulb producing several spikes of bloom, six to eight inches tall. Flowers are vivid orange red, with violet eye, opening flat. **Dozen, 75c; 100, \$5.00.**

Bulb orders of \$1.50 or more are mailed postpaid, except where noted. Add 15c to orders under \$1.50 for mailing charges.



## Flame Freesia

**Tritonia crocata.** Beautiful showy flowers, similar to Sparaxis and Freesias, but with even longer stems, and a different color range. They bloom for a long time in the garden, making a vivid display, and are excellent for cutting.

**Pink Princess.** Clear pink.

**Prince of Orange.** Vivid orange.

**Orange.** Orange, with transparent base.

**Salmon King.** Soft salmon rose.

**Hybrid Mixture.** Salmon, orange, and pink shades.

**Dozen, 50c; 100, \$3.50**

## Watsonias

One of the most attractive and useful of all bulbous flowers for garden decoration and for flower arrangements. Watsonias make decorative clumps in the garden where their tall graceful spikes of bloom and gladiolus-like foliage are very effective. Leave them undisturbed for several years, and they will bloom repeatedly in early spring.

**CULTURE:** *The same as Gladiolus. Dig and separate the bulbs in late summer when they become too crowded. Be sure to plant early.*

**Early Pink.** Soft pink.

**Edward Sturtevant.** Scarlet.

**Eunice.** Salmon flesh.

**Fuchsia.** Fuchsia rose.

**J. J. Dean.** Rich rose.

**Lillian Benner.** Lavender orchid.

**Mrs. Bullard's White.** Very early giant white.

**O'Brienii.** Most popular white.

**Hybrid Mixture.** Includes the above and other colors.

Price of any of the above Watsonias:

**Dozen, 85c; 100, \$6.50**

WATSONIA HYBRIDS



CALIFORNIA FLOWERLAND HYBRID SPARAXIS

## Sparaxis

### New California Flowerland Hybrids

Sure to become popular, are these new large flaring, star-shaped flowers, gracefully placed on long, wiry stems. Gay and varied colors include, orange, red, pink, yellow, lavender, with contrasting color in throat. Mixed colors only. Culture the same as Freesias.

**Dozen, 60c; 100, \$4.50**

VASE OF CHRISTMAS WATSONIA

## Christmas Watsonia

An unusual, very early blooming species. Planted in September and early October, it will often bloom by Christmas. A fine novelty for floral arrangements; note how gracefully the open spikes arrange themselves in vases, with their naturally curving stems. Blooming over a long period of time, a large planting will give you continuous joy.

**Dozen, \$1.00; 100, \$7.50**

## Tritelia Uniflora

Charming low border plant, with bright blue, star-shaped flowers, blooming continuously for a long time. Lovely in plantings with other bulbs.

**Dozen, 50c; 100, \$3.50**





# America's Most Spectacular Horticultural Display

## *Paul J. Howard's California Flowerland*



Airplane view of part of our forty acres, taken soon after opening, a year ago. The unique structure in the foreground is planted to hardy orchids and other exotic plants. The area surrounding this is now a botanic garden, full of flowering plants, shrubs and trees, which we have gathered together from all over the world. Under the great American Flag is our "Garden of a Thousand Roses", displaying over 250 varieties, to which is now being added an official trial garden for All-America Rose Selections.

Vast beds display row upon row of colorful seasonal flowers. Greenhouses and lath houses are filled with things of beauty, while garden pools display lilies and aquatic plants.





# TREASURES

*from all over the world*

In the Americas, Europe, Asia, Africa, Australia and the Islands, PLANTS, SEEDS, BULBS, and a multitude of things of garden interest are being garnered for your garden and home. Plant breeders, with the tradition of many generations, spend their lives in the improvement and creation of new types of their favorite subjects, an endeavor that is so rooted in the hearts of mankind that hardships of wartimes cannot abate it.

Plant explorers, inspired with the love of beautiful growing things, brave the hardships and dangers of remote and scarcely inhabited lands, to bring to us flowers, vines, trees and shrubs hitherto uncultivated.

A wealth of new things, brought in by our explorer from the highlands of Central America last year, is now being tested and propagated on our grounds. Announcement of release of these new plants will be sent to anyone interested in obtaining the first ones for the garden.

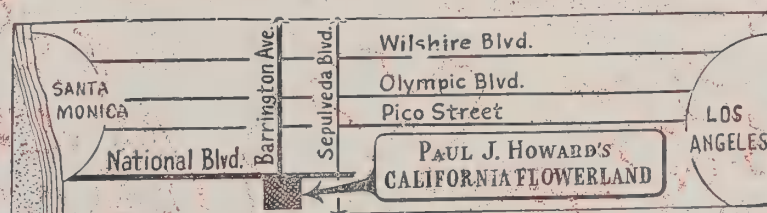
Modern and efficient methods of production enable Paul J. Howard's California Flowerland to offer the finest in plant life at competitive prices.



Zinnias, Portulaca and Perennial Phlox, at Paul J. Howard's California Flowerland.

## CALIFORNIA FLOWERLAND

is easily reached over main highways from all points in Southern California. Sepulveda Boulevard connects with Ventura Boulevard (U. S. 101) in San Fernando Valley, and with U. S. 101 Alternate to the south. We are just one-half mile west of Sepulveda Boulevard on National Boulevard.



11700 NATIONAL BOULEVARD

LOS ANGELES



## Beautiful Dutch Iris

One of our most lovely varieties of spring flowers, Dutch Iris are grown from bulbs, like Tulips. Similar to Spanish Iris, they have generally replaced these, both as cut flowers and in the garden. They are superior in every way, beauty of coloring and substance of the flowers, long stems and lasting qualities, and earliness of bloom.

### CULTURAL DIRECTIONS

*Plant Dutch Iris bulbs in sun or partial shade, in separate beds or among other flowers, and in front of shrubbery. Plant about three inches deep, and keep the plants well watered after foliage appears. Bulbs should be set out as early as possible.*



DUTCH IRIS: Yellow Queen, White Excelsior, Imperator.

Dutch Iris are easy to grow, making a brilliant display of color, and furnishing an abundance of lovely, long-keeping cut flowers.

Our low prices for these fine bulbs make it possible for you to plant a large collection of Dutch Iris, to have them in flower over a long period. Plant them in great masses, in borders, and in groups all around your garden.

### Showy Varieties

**Adrian Backer.** Uniform purple-lilac flowers of good substance. Early.

**A. Bloemard.** Standards dark purplish blue, falls lighter blue, enormous flowers. Early.

**Blue Horizon.** Very broad and strong light violet-blue standards; falls soft sky blue with narrow orange stripe. Large, beautiful flower. Medium late.

**D. Haring.** Huge white flowers of great substance, very tall. Mid-season.

**Golden Glory.** Standards golden yellow, falls deeper yellow, tall and fine. Late.

**Imperator.** Rich deep blue, late flowering, extending the flowering season.

**Indian Chief.** Standards bronzy violet, falls rich bronze.

**Leonardo da Vinci.** Standards creamy white, falls canary yellow, with orange stripe. Mid-season.

**Therese Schwartz.** Pale blue standards, falls white with orange stripe.

**Wedgewood.** The largest clear blue, very fine as a cut-flower. Earliest of all.

**White Excelsior.** Pure snowy white, of heavy texture; falls very broad. Medium early.

**Yellow Queen.** Clear golden yellow, thin wiry stems. Medium early.

Prices of all of the above varieties of Dutch Iris:  
**Dozen, 60c; 3 Dozen, \$1.50; 100, \$3.75**

### *California Flowerland* Dutch Iris in Mixture

A special mixture of all colors of Dutch Iris, from early to late. Plant them all around your garden for great masses of lovely spring flowers over a long season.

**Dozen, 35c      100 for \$2.75**  
**250 Bulbs for \$7.50**





**SIBERIAN CORAL LILY**  
Dozen, \$1.25.

## Hardy Garden Lilies

Planted in groups, tall stately lilies, with their masses of fragrant bloom, lend unsurpassed charm to the garden.

### Siberian Coral Lily

**Lilium tenuifolium.** A charming little lily, growing about two feet high. Clusters of dazzling scarlet flowers with prettily revolute petals, are borne on graceful slender stems. **4 for 50c; dozen, \$1.25; 100, \$9.00.**

### Lilium Giganteum

Califlora strain, huge American grown bulbs that produce giant flowers of pure waxy white, intensely fragrant. Very strong growing, with great towering spikes of bloom. **Each, 50c; 3 for \$1.35; dozen, \$5.00.**

### Regal Lily

Very large white blooms, with golden centers and shading of chocolate red outside. One of the most beautiful and easily grown lilies. Our mammoth bulbs produce clusters of 10 to 20 flowers. Plant in partial shade, 6 inches deep.

**Mammoth Bulbs: Each, 40c; 3 for \$1.10; dozen, \$3.75.**

### Madonna Lily

**Lilium candidum.** The lovely Madonna Lily is the first to bloom. Flowers, from 3 to 20 on a stem, depending on the size of the bulb and culture, are snowy white, with deep yellow stamens, and delightfully fragrant. Beautiful with our Hybrid Delphiniums and other flowers.

**Mammoth Bulbs: Each, 45c; 3 for \$1.25; dozen, \$4.50.**

**Extra Large Bulbs: Each, 35c; 3 for \$1.00; dozen, \$3.50; 100, \$26.50.**

*Plant bulbs 3 to 5 inches deep in sun or part shade. Early planting, September and October, is best.*

### California Leopard Lily

**Lilium paradalinum.** Handsome orange lilies shading to scarlet, with petals deeply recurved and spotted maroon. Produced in great clusters on 4 to 6 foot stems. Very showy and long lasting.

*Plant 8 inches deep in rich moist soil, well drained, and in shade.*

**Each, 30c; dozen, \$3.00; 50 for \$11.25.**

## TULIPS — American and British Crown

For many years, expert growers in England have produced a limited number of fine quality tulip bulbs for British gardens. This year, instead of planting them at home, they are exporting them to America.

Growers, too, in our Pacific Northwest, are producing excellent tulip bulbs, but the supply is far from adequate. Because of possible loss at sea, delivery of tulips from England is uncertain. We, therefore, advise early placing of orders, and ask the privilege of substituting other varieties of similar colors, if we are out of any listed here.

### COTTAGE AND DARWIN TULIPS—The Best Types for the Southland

**Carrara.** Beautifully formed flower of glistening white, like the marble from which it takes its name, with faint grey markings; yellow base and anthers. **3 for 50c; dozen, \$1.90.**

**Innocence.** Exquisite white, with yellow anthers. **3 for 50c; dozen, \$1.75.**

**Mrs. Moon.** One of the very best yellow Tulips. Very large flowers of rich deep yellow, reflexed petals, ivory stamens. **3 for 50c; dozen, \$1.90.**

**Rosabella.** Beautiful rose pink with broad white edge; inside shell pink, white centered. **3 for 50c; dozen, \$1.90.**

**Scarlet Beauty.** Fiery scarlet with brilliant blue center, bordered white. **3 for 50c; dozen, \$1.90.**

**The Bishop.** Handsome flowers of pure violet, with white base and black anthers; tall, the best of its color. **3 for \$1.00; dozen, \$3.00.**

**Vesta.** Striking, tall growing, pale yellow with black stamens. **3 for 50c; doz. \$1.75.**

**Yellow Giant.** One of the loveliest Tulips grown. Very large, golden yellow, with black base and anthers. **3 for 50c; dozen, \$1.75.**



**CLARA BUTT**

**Baron de La Tonnaye.** Very large rose, shaded blush pink.

**Clara Butt.** Lovely soft salmon rose. Plant in masses.

**Ellen Willmott.** Charming fragrant blooms of soft creamy yellow.

**Grenadier.** Enormous flowers of flaming orange scarlet, yellow centered.

**Inglescombe Pink.** Salmon pink, blue base, a favorite for cutting and the garden.

**Inglescombe Yellow.** Large globular flowers of golden yellow.

**Orange King.** Glowing orange, shaded scarlet, with yellow base; fragrant.

**Princess Elizabeth.** Charming pastel tulip, lilac rose with rose edging and white base, blue bordered.

**Price of above Tulips: Doz. \$1.15 ;100, \$8.50.**

**Gesneriana Spathulata Major.** Brilliant crimson scarlet tulip of outstanding beauty, with blue-back centers.

**Giant.** Enormous flowers of purplish violet, blue and white base; tall.

**La Merveille.** Large fragrant blooms of orange red, carmine shading.

**Miss Blanche.** Largest of all white tulips, with ivory anthers.

**Moonlight.** Pale yellow flowers of long slender form, lovely in the garden.

**Rev. Ewbank.** Heliotrope lilac, lighter at the edges; splendid for bedding.

**William Pitt.** Glowing orange scarlet, grand for cutting.

**Price of any of the above group of Tulips:**  
**Dozen, \$1.50; 100, \$10.00.**



**WILLIAM PITT**





**GOLDEN CALLA LILY**  
Mammoth Bulbs, 3 for \$1.00.

## Callas of Unusual Color

**Golden Calla.** Beautiful golden yellow flowers on tall stems, foliage attractively marked with silver. Grow in pots or shady beds. Lift bulbs in late summer, replant in November or December.

**Mammoth Bulbs,** produce more blossoms. 3 for \$1.00; doz., \$3.50.  
**Extra Large Bulbs:** 2 for 45c; dozen, \$2.25.

**Pink Calla.** Unusual and scarce. Charming small rosy pink flowers, ideal for floral display. Each, 75c; 3 for \$2.00; dozen, \$7.50.

**Black Calla.** Rare and unusual, with attractive blooms of deep, velvety maroon, and ornamental foliage. This is not the ill-smelling *Arum sanctum* frequently seen. Each, 75c; 3 for \$2.00.

## Lovely White Callas

**White Calla Lily.** Extremely popular in California, and prized wherever grown, for its waxy white blooms of exquisite texture, on tall strong stems against a background of rich green foliage. Ideal for floral arrangements, particularly modern.

**Extra Large, Strong Bulbs :** Each, 20c; 3 for 55c; dozen, \$2.00; 100, \$15.00.

**Godfrey Calla.** Pure White flowers, more flaring than the above, prized for decorations. 3 for 55c; dozen, \$2.00; 100, \$15.00.

**Baby White Calla.** Charming miniature form, lovely in vases, floral arrangements and corsages. Easily grown in shade or partial shade. Supplied in pots only. 3 for \$1.00; dozen, \$3.50. Not Postpaid.

## Special Collection CALLA LILIES

- 1 Golden Calla
- 1 Pink Calla
- 1 Black Calla
- 1 White Calla

Value \$1.95

Ask for Collection C-1

One Each of the  
four for  
**\$1.75**  
postpaid.

## California Flowerland

## Spring and Summer Flowering Bulbs and Bulbous Plants

in this group are some of the most decorative subjects. Many are evergreen, and they add permanent beauty to the garden.

### Blue Lily of the Nile

**Agapanthus umbellatus.** Handsome perennial plant bearing long-stemmed flower clusters of lovely bright blue flowers almost continuously throughout the summer.

**Large Plants:** Each, 40c; 10 for \$3.60. **Strong Divisions:** Each 20c; 10 for \$1.80. Not postpaid.

**White Agapanthus.** Pure white form. Prices same as above.

**Dwarf Agapanthus.** (*A. mooreanus minor*). Lovely plant, growing only 18 inches high, with clusters of large deep blue flowers all summer. Each, 40c; 10 for \$3.60, not postpaid.

### Peruvian Lily

**Alstroemeria aurantiaca.** Clusters of lily-like flowers, orange with purple-brown spots, on wiry stems. 3 for 50c; dozen, \$1.65; 50 for \$5.50. Not Postpaid.

**Alstroemeria pulchella.** Fascinating deep red flowers, edged with green, spotted with brown; most artistic cut flower. 3 for \$1.00; dozen, \$3.50. Not Postpaid.

### Amaryllis

**Amaryllis belledonna.** Showy clusters of pure pink fragrant flowers, on two-foot stalks, after the foliage has died down in summer. Leave them undisturbed year after year..

**Huge Bulbs:** 3 for 55c; dozen, \$2.00; 50 for \$8.00.

Add 15c for 3; 40c for 12; \$1.50 for 50, for mailing costs.

**Amaryllis Hybrids.** See color plate and description of these magnificent flowers on inside back cover.

### Spider Lily

**Pancratium maritimum.** Grows like Narcissus, with large pure white flowers having curious long filaments on the petals. 3 for 45c; dozen, \$1.50; 100, \$11.00.

### Peruvian Daffodil

**Ismene calathina.** Large fragrant white flowers, like giant Daffodils. Easily grown, attractive in the garden. Culture, same as Amaryllis. 3 for 55c; dozen, \$2.00.

### Fairy Lily

#### ZEPHYRANTHES

Dainty flowers, resembling Crocus, but longer lasting and of richer substance, on taller stems, with attractive slender foliage. Charming in pots, rock gardens and borders.

**Zephyranthes Ajax.** Bright yellow. 5 for 50c; dozen, \$1.00.

**Z. Candida.** White. Dozen, 75c; 100, \$5.00.

**Z. Robusta.** Rose-lavender. 5 for 50c; dozen, \$1.00; 100, \$7.50.

### Peruvian Hyacinth

**Scilla peruviana.** Unusual bulbous plant, bearing large spikes of magnificent deep blue flowers, like an enormous hyacinth. Foliage and culture similar to Agapanthus. Each, 35c; 3 for \$1.00; dozen, \$3.50. Not Postpaid.

## A Valuable Book

**GARDEN BULBS in COLOR . . . by McFarland, Hatton and Foley.** 275 color plates illustrate a great number of varieties of bulbs. Also 100 beautiful halftones and cultural directions, 296 pages. Formerly \$3.50. Now . . . \$1.98  
Postpaid



## Clivia California Flowerland Hybrids

Richest tones of orange, apricot and gold, distinguish our wonderful Clivia Hybrids. Flowers are vastly superior in size and showiness of the clusters. Many of them are lighted with golden throats. Wonderful as pot plants or in beds in deep shade. Leaves broad, ornamental, evergreen.

**4-inch Pots: Each, \$1.00.**

**5-inch Pots: Each, \$2.00.**

**6-inch Pots: Each, \$2.50 to \$3.50.  
not postpaid.**

## Scarborough Lily

**Vallota purpurea.** Very rare, resembling Clivia, but with bright scarlet blossoms. Succeeds best in sunny position, in pots or in the garden.

**Bulbs in fall, Each, \$1.00; 3 for \$2.75.**

**Potted plants, Each \$2.00, not postpaid.**

## Amazon Lily

**Eucharis amazonica.** A rare tropical plant, with exotic pure white, wax-like flowers, exquisitely fragrant, resembling Daffodils in form.  
**Each, \$1.00; 3 for \$2.70. Not Postpaid.**

## Day Lilies

Easily grown perennials, with evergreen grass-like foliage forming attractive large clumps. They bear lily-like flowers on tall, branching stems. They should be freely used for garden decoration for their beauty, ease of culture, and long blooming season.

**Lemon Lily.** (*Hemerocallis flava*). Bright lemon yellow.

**Tawny Day Lily** (*H. fulva*). Showy coppery burnt orange flowers.

**Double Day Lily** (*H. Kwanso*). Large, double flowers of rich golden bronze.

**Hemerocallis Middendorffi.** Very early, dwarf bright yellow.

**Divisions: Each, 15c; dozen, \$1.50.**

**Large Clumps: Each, 35c; 3 for \$1.00; dozen, \$3.50.**

**The above prices are not postpaid.**



Day Lilies Are Ideal Garden Subjects.



California Flowerland Clivia Hybrids.  
Magnificent Pot Plants, or for Shade Garden.

## Tigridia

**Mexican Shell Flower.** Striking large blossoms on 18-inch stems, in brilliant colors of orange, yellow, rose, and white, wonderfully spotted and marked. In bloom continuously for a long time. Plant them in beds and borders for a brilliant display of color, from four to eight inches apart, three inches deep. **3 for 40c; dozen, \$1.35; 100, \$8.75. Bulbs ready in February.**



TIGRIDIA—Mexican Shell Flower. Dozen, \$1.35.



# Hardy Garden Iris

Collected from beautiful Iris gardens of France and America by Paul J. Howard, to enrich your garden with their orchid-like beauty.

These hardy Iris are most effective in perennial borders and in groups where their tall, candelabra-like flowers illuminate the garden with many rich and lovely colors.



IRIS ECLADOR. Each 75c

**Alice Harding.** Beautiful soft primrose yellow, very large flowers of fine form, strong growing and free flowering. 3 1/2 feet. **Each 35c; 3 for 75c.**

**Anne Marie Cayeux.** Beautifully blended tones of soft rosy heliotrope, greyish amber and orange, with rich iridescent cast. 3 ft. **Each, 25c; 3 for 50c.**

**Black Wings.** Very deep blackish violet with wide, flaring falls. Large flowers on 30-inch stems. **Each 35c; 3 for \$1.00.**

**Brown Betty.** Cinnamon brown and copper tones blended with soft lavender. Fine large flowers on branched, 3 1/2 ft. stems. **Each 50c; 3 for \$1.00.**

**Blue Peter.** Dark blue-purple, with a blackish sheen, of such an unusual brilliance that it stands out in any group. The flowers are displayed on tall, branched stems. **Each, \$1.00; 3 for \$2.50.**

**Brunhilde.** A wonderful Iris in every way. In color it is different from all others, rich deep cobalt blue throughout. The large, well-formed flowers are borne on 40 inch branched stems, with great quantities open at once. **Each, 50c; 3 for \$1.25.**

**California Gold.** Rich deep yellow of dazzling beauty on tall branching stems. 3 feet. **Each, 35c; 3 for \$1.00.**

**Charmeur.** Delightfully fresh and new in color, of great value for garden effect and for cutting. The flowers of good size and fine form, are delicate orchid-pink in color. 2 1/2 feet. **Each, 60c; 3 for \$1.50.**

**Cheops.** One of the largest and showiest Iris yet introduced. The immense standards, perfectly formed, are bright blue-violet; the wide falls brilliant purple. **Each, \$2.00; 3 for \$5.00.**

**Clara Noyes.** An unusual color blend in Iris, like the Talisman rose. Standards tan, falls reddish bronze. Low growing and free blooming. **Each, 25c; 3 for 60c.**

**Copper Lustre.** Sensational color, a blend of copper, gold, pinkish tan, and lavender. Height 3 feet. **Each, 60c; 3 for \$1.50.**

**Easter Morn.** Sparkling pure white, lovely, tall branching stems. 3 1/2 ft. **Each 35c; 3 for 75c.**

**Eclador.** A sensational yellow Iris from France. Rich, deep golden in color, with a velvety sheen and texture, of great size and substance. Strong growing, with heavy, branched stems. 3 feet. **Each, 75c; 3 for \$2.00.**

**Electre.** Delightful new French Iris. Standards and falls soft bluish lavender with a soft glow of gold. Distinct and charming. **Each, 60c; 3 for \$1.50.**

**El Capitan.** Very fine, tall, clear light violet blue. 4 feet. **Each, 35c; 3 for 75c.**

**Evolution.** An outstanding French Iris, with wide and frilled coppery bronze standards; flaring falls slightly deeper with rose-blush flame at center. 3 feet. **Each, 25c; 3 for 50c.**

**Francheville.** Enormous flowers of striking effect on tall, branching stems. Standards fawn tinged lilac, falls purple, edged with lavender-brown, with radiating brown lines and orange beard. 4 1/2 feet. **Each, 50c; 3 for \$1.00.**

**Frieda Mohr.** Standards soft lilac, falls rich lilac rose. 4 ft. **Each, 25c; 3 for 60c.**

**Genevieve Serouge.** Lovely pastel tawny yellow flushed pale blue; falls lilac blended with pale flax blue, edged soft yellow. The charming flowers are very large and strong, on well-branched stems. 3 1/2 feet. **Each, \$1.00; 3 for \$2.50.**

**Happy Days.** Immense clear yellow flowers on tall branching stems, carrying seven or eight massive blooms. Makes a brilliant spot in the garden. 3 1/2 feet. **Each, 35c; 3 for \$1.00.**

**Hermione.** A beautiful French Iris with bronze tinted heliotrope standards; falls of amaranth red, tinted yellow; throat yellow and brown. 3 feet. **Each, 60c; 3 for \$1.50.**

**Indian Chief.** Standards pinkish red, falls deep velvety rich red. 3 ft. **Each, 25c; 3 for 60c.**

**Los Angeles.** Great white flowers faintly edged blue, clean and sparkling. 4 feet. **Each, 35c; 3 for 75c.**

**Lucre.** Deepest yellow, almost orange, without veining. Very free flowering. 3 feet. **Each, 50c; 3 for \$1.00.**

**Lux.** Wonderfully vivid and striking. The standards are brilliant old gold suffused bright apricot; falls semi-flaring, brownish rose, tinged with carmine, with golden glint. The whole flower seems to radiate a colorful glow. 3 feet. **Each, 75c; 3 for \$2.00.**

**Mme. Louis Aureau.** One of the loveliest Iris we have seen. The standards are creamy white, stippled rosy mauve, deepening at the edges, pencilled brown at the base. The falls of exquisite texture carry out the same blend of color. A distinctly different Iris. 3 ft. **Ea., \$1.50.**

**Mohrson.** Enormous blossoms, standards rich clear violet with glistening surface and ruffled edges. Falls deep violet. **Each 75c; 3 for \$2.**

**Nemo.** Magnificent bright violet blue self, one of the most desirable colors in iris. Fragrant and effective, the very large flowers are borne on well-branched 4-foot stems. **Each, 60c; 3 for \$1.50.**

**Ouray.** Striking ruby red, outstanding in any group. 28 inches. **Each, 60c; 3 for \$1.50.**

**Pale Moonlight.** Uniform pale blue on tall, sturdy stems. Fine. 4 ft. **Each, 35c; 3 for 75c.**



# Hardy Garden Iris

**Persia.** A lovely blend of smoky blue, grey and bronze. 3 ft. **Each, 25c; 3 for 50c.**

**Pharaon.** A rare French variety, with great flaring flowers, in a beautiful straw-yellow self color. Exceptionally free flowering. 3 ft. **Each, \$2.00; 3 for \$5.00.**

**Pink Satin.** One of the most nearly true pinks of any Iris, smooth and glistening. **Each 25c; 3 for 60c.**

**Plurabelle.** The color contrast in this remarkable French Iris is very striking. Standards wide, golden yellow, falls reddish mauve, lighter at edges. 3 feet. **Each, 50c; 3 for \$1.25.**

**President Pilkington.** Elegant flowers with pale buff standards with blue suffusion; falls wide and flaring soft lavender, edged silvery brown. 4 feet. **Each, 60c; 3 for \$1.50.**

**Purissima.** Lovely pure white, large and vigorous. 4 feet. **Each, 35c; 3 for 75c.**

**San Francisco.** Tall, much branched stems with glorious white flowers, distinctly edged lavender. 40 inches. **Each, 35c; 3 for 75c.**

**San Gabriel.** Clear lavender blue, four to six feet high. Fragrant. **Each 35c; 3 for 85c.**

**Shining Waters.** Very beautiful clear blue. 4½ ft. **Each, 35c; 3 for 85c.**

**Sierra Blue.** Clear blended blue, smooth and metallic, deeper than Shining Waters. 4½ feet. **Each, 35c; 3 for \$1.00.**

**Tombouctou.** A wonderful new French Iris in a lovely tone of clear deep mauve, uniform throughout. Large flowers on tall stems of fine branching habit. 4 ft. **Each, 60c; 3 for \$1.50.**

**Zampa.** A French introduction, an almost self-colored variety with great freedom of bloom. Standards and falls rich metallic blue. 3 ft. **Each, 60c; 3 for \$1.50.**

## Japanese Iris

**Iris Kaempferi.** A most artistic class of Iris, with large flat flowers, broad petalled, and frequently 8 to 10 inches in diameter. The colors are very rich, and include all shades of lilac, lavender, mauve and purple, as well as light blue, rose, and white. The foliage is slender, and ornamental even when the plants are not in bloom.

Japanese Iris are most attractive when planted in masses, around a pool, or in the border. They require plenty of water, and ordinary garden soil.

**Mixed Colors only, each 50c; 10 for \$4.50.**

JAPANESE IRIS—Each 50c.



**CHARMEUR—HARDY IRIS**  
Delightful Orchid-Pink, each 60c; 3 for \$1.50.

## IRIS COLLECTION

|                                       |     |
|---------------------------------------|-----|
| 1 Alice Harding, yellow               | 35c |
| 1 Anne Marie Cayeux, heliotrope       | 25c |
| 1 Charmeur, orchid pink               | 60c |
| 1 Easter Morn, white                  | 35c |
| 1 Electre, blue and gold              | 60c |
| 1 Evolution, coppery bronze           | 25c |
| 1 Francheville, fawn and blue         | 50c |
| 1 Los Angeles, white, edged blue      | 35c |
| 1 Nemo, rich violet blue              | 60c |
| 1 President Pilkington, buff and blue | 60c |

**SAVE \$1.00—1 each of the above fine Iris (Total Value \$4.45) for . . . . . 3.45**

**Or SAVE \$2.15 on Two Collections—2 Each of the Above (20 Iris) for . . . . . 6.75**

*Iris mailed postpaid. Add 3% Sales Tax in California.*

## Golden Iris

**Iris Ochroleuca.** Tall stately plants, often five feet high, forming handsome clumps that bloom over a long period. Flowers are most artistic, with about the same form and substance as Dutch Iris, lasting a long time when cut. They thrive best in rich moist soil, and are splendid for background planting, and near pools. We have both **Creamy White** and **Golden Yellow**. **Each, 35c; 3 for \$1.00.**

## Iris Japonica

**Crested Iris.** A lovely Iris producing sprays of small orchid-like blooms of soft lavender-blue, on slender stems. The petals are fringed and ruffled, crested yellow. The plants grow 2 to 3 feet high, with evergreen foliage, and do well in the shade. **3 for \$1.00; 10 for \$3.15.**

## Moraea

**Moraea Iridioides.** Belongs to the Iris family, and is in flower from early spring until November. Large flowers like those of the Dutch Iris, usually white, with the crests marked in blue are produced on tall stems. Attractive in the border, or as individual clumps. Price: **Each, 50c.**

## Iris Foetidissima

**For Decorative Seed Pods**

Most striking are the seed-pods of this variety, when they burst open and display rows of orange-red berries. As decorative material for cutting, there are few things more effective. The clumps are evergreen, most attractive in the garden, with their broad, deep green foliage.

**Price: Each, 35c; 10 for \$3.15.**



# PAUL J. HOWARD'S

## California Flowerland

# Gladiolus

**Bagdad.** Soft smoky rosy orange.  
Dozen, 65c; 100, \$4.50.

**Beacon.** Striking bright scarlet with white throat, very tall spikes, many flowers open at once. Dozen, 75c; 100, \$5.00.

**Betty Nuthall.** Rich orange salmon, golden throat; one of the grandest. Dozen, 50c; 100, \$3.50.

**Black Pansy.** Dark glossy red, velvety maroon throat. Dozen, \$1.00; 100, \$7.50.

**Blue Beauty.** A new Paul J. Howard introduction. Magnificent spikes of rich violet blue, distinct from any other. Very early. Each, 40c; 3 for \$1.00; Dozen, \$3.75.

**Commander Koehl.** Huge velvety red. Dozen, 75c; 100, \$5.00.

**Dr. F. E. Bennett.** Vivid flame red. Dozen, 50c; 100, \$3.50.

**Frederick Schiller.** Full, decorative spikes of very large flowers with glistening

velvety petals, delightful clear rose. A unique and beautiful variety of our own introduction. Dozen, \$1.00; 100, \$7.50.

**Gloria Mundi.** Another Paul J. Howard introduction, which we consider the finest pure golden yellow. Dozen, \$1.00; 100, \$7.50.

**Gold Eagle.** Large clear yellow. Dozen, 50c; 100, \$3.50.

**Green Light.** Charming new color, chartreuse green on creamy white ground. Beautifully frilled large blooms enchanting for cut flowers and corsages. A Paul J. Howard introduction. Each, 30c; 3 for 75c; Dozen, \$2.50; 100, \$18.00.

**Hinemoa.** Artistic flowers of deep pink, flaked chocolate crimson, with golden throat. Dozen, \$1.00; 100, \$7.50.

**King Arthur.** Showy rose-lavender, open frilled flowers, carmine feather in throat. Grand show variety. Dozen, 85c; 100, \$6.00.

**GREEN LIGHT**  
Unusual new color  
for artistic floral  
arrangements.  
3 for 75c  
Dozen, \$2.50

**GLORIA MUNDI**  
Our best Yellow  
Gladiolus, wonder-  
ful cut flower.  
Dozen, \$1.00

**Maid of Orleans.** Glistening white, very tall. Dozen, 60c; 100, \$4.00.

**Minuet.** Fine lavender. Dozen, 60c; 100, \$3.75.

**Mother Machree.** Lovely large flowers of unusual coloring, soft smoky lavender with orange marking in throat. Dozen, 75c; 100, \$5.00.

**Mr. W. H. Phipps.** Tall, gorgeous spikes of rich peach pink. Dozen, 50c; 100, \$3.50.

**Mrs. Leon Douglas.** Huge begonia rose, striped flame. Dozen, 50c; 100, \$3.50.

**Mrs. Van Konynenburg.** Popular wisteria blue. Dozen, 65c; 100, \$4.50.

**Paradise.** Clear apricot. Long spikes of large flowers. Dozen, 75c; 100, \$5.00.

**Picardy.** Showy spikes of salmon flowers. Dozen, 50c; 100, \$3.50.

**Red Phipps.** Magnificent long spikes of brilliant light red. Dozen, 65c; 100, \$4.50.

**Santa Fe.** Beautifully ruffled flowers of coppery yellow and red. Doz., \$1.00; 100, \$7.50.

**Shirley Temple.** Large, beautifully ruffled flowers of heavy texture, creamy white with deeper cream throat. Dozen, 75c; 100, \$5.00.

**Vagabond Prince.** Iridescent smoky garnet, with scarlet blotch. Dozen, \$1.00; 100, \$7.50.

**White House.** Pure, glistening white; free flowering and an excellent keeper. One of the finest, another Paul J. Howard introduction. Dozen, 85c; 100, \$6.00.

## California Flowerland

## Gladiolus Mixture

An extravagant blend of not only popular varieties, but including finest novelties. We make up this glorious mixture of lovely Gladiolus bulbs to give you a real saving on large quantities.

25 Bulbs for . . . . . 90c

100 Bulbs for . . . . . \$3.50

250 Bulbs for . . . . . \$7.50



PAUL J. HOWARD'S

# New Method Bedding Plants

## In Our Wonderful New PLANT BAND POTS

At last, bedding plants of highest quality, grown from our own selected seed, reliable separate colors of your own choice.

*Now Priced So You Can Grow Them in Quantity*

### EASY TO BUY

See how easy they are to carry in these handy trays of 25 individually grown plants. Note the uniform, full development of each plant.

### PLANTS IN PLANT BAND POTS ARE STRONGER

Each has its own root system, not tangled up with others as are flat grown plants.

Plant band pots hold more soil than 2¼ inch pots; each plant has an equal amount of soil and fertilizer, giving each one an equal start. They are more fully developed when you plant them, will start growing in your garden right away, and come into bloom sooner.

**Plants in Plant Band Pots Save You Money**, because no roots are damaged in transplanting, therefore losses are cut.



### EASY TO PLANT

Plant Band Pots save you time and effort. You don't have to plant them all at once, either. Plant Band Pots protect the roots from drying or injury. Space them in the beds and plant as desired.

Simply slit up one corner of the band with a knife; see how readily it slips off.

Notice the active root system, ready to reach out into your prepared soil.

Best of all, after planting notice their quicker response, stronger growth, and superior blooming qualities.

Never again will you want to bother with ordinary flat-grown plants.

Our finer strains of Bedding Plants are now available in Plant Band Pots. See the following page for list of varieties.

### MAIL ORDERS

We ship plants in plant band pots by express, carriage charges collect. Because the roots are so well developed and protected, safe delivery is assured.

**We cannot fill orders for plants for less than \$1.00.**





# Bedding Plants for Winter and Spring Flowers

IN PLANT-BAND POTS

California Flowerland

## Stocks

*New!*

High Double

Wilt-Resistant



**CALIFORNIA FLOWERLAND STOCKS**  
High Double      Wilt-Resistant

The following plants are ready for planting any time in fall, for winter and spring flowers. See Seed List for descriptions:

### CALENDULA

#### Three Novelties

Orange Sunshine, Twilight, and Yellow Colossal.

25 for 65c; 100 for \$2.50

### CALENDULA

Campfire, Orange King, Orange Fantasy, Chrysantha, Orange Shaggy, Lemon Shaggy, Lemon Queen.

### CENTAUREA

#### Bachelor Buttons:

Blue Boy and Pinky.

#### Sweet Sultans:

Lavender, White, Yellow.

### CHRYSANTHEMUM

#### Painted Daisy

Eldorado, Tricolor, and Double Mixed.

### CLARKIA elegans

Mixed Colors.

### DIMORPHOTHECA

#### aurantiaca

African Daisy: Orange and Hybrids Mixed.

### GODETIA

Tall Double Mixed.

### LARKSPUR

#### New Cockade Type

All separate colors; and Mixed. See Seed List.

### SCABIOSA Annual

Blue Moon, Ageratum Blue, Peace, Rosette, Orchid, White; and Mixed.

### SCHIZANTHUS

#### Butterfly Flower

California Flowerland Hybrids  
25 for 75c; 100 for \$3.00

### SNAPDRAGON

**Super Majestic:** White, Crimson, Yellow, Rose, Silver Pink, Orange, Autumn Glow, Rosalie; and Mixed Colors.

**Maximum:** White, Yellow, Copper, Pink, Orange-Scarlet, Rose, Crimson, Salmon Pink Shades, Orchid; and Mixed Colors.

### SNAPDRAGON

Magic Carpet. Dwarf Mixed.

### STOCKS

Giants of California, and Beauty of Nice, in all separate colors. See Seed List.

Now you can count on growing successfully, beds of really double Stocks. Plants of this remarkable new strain have shown such a marked resistance to fungus attack that beautiful beds of them were had in full flower for long wet winter seasons in gardens where owners previously had despaired of raising Stocks.

Plants are of free branching habit, furnishing many stalks of richly fragrant double flowers for cutting, and make colorful, long-lasting flower beds. California Flowerland High Double Wilt-Resistant Stocks come in a mixture of rich colors.

Now enjoy the beauty and fragrance of lovely Stocks all winter and spring.

25 plants for 75c; 100 for \$3.00.

These remarkable new varieties of Stocks, which are being introduced exclusively by **Paul J. Howard's California Flowerland**, resulted from the discovery of a trisomic type at Cornell University by Dr. H. B. Frost. At the University of California Citrus Experiment Station at Riverside, he demonstrated that this type yields very high percentages of doubles. In 1934 he turned over seed of various trisomic hybrids to Dr. W. E. Lammerts, now on the staff at the University of California at Los Angeles. Dr. Lammerts found that some of these high-double hybrids were wilt-resistant, and crossed them with an old wilt-resistant variety. From 1935 to 1940 he worked consistently to incorporate this wilt resist-

ance and high percentage of double flowers into new varieties with good color range and habit of growth. **California Flowerland High-Double Wilt-Resistant Stocks** are the result. We tested these in our grounds, and in gardens of our customers, for the last three years, before offering plants for sale.

The best seed of any other Stock can be expected to produce 55% to 60% doubleness. **California Flowerland High - Double Wilt - Resistant Stocks**, as grown for sale, have shown approximately 90% doubles.

Because of scarcity of seed, we offer these wonderful Stocks only as plants, in plant-band pots.

## Cinerarias

**Paul J. Howard's Prize.** Blue Shades, Crimson and Carmine Shades, Salmon, Zonal Type; and Mixed.

**Stellata**, Tall Mixed. 25 for \$1.35; 100 for \$5.00.

## Delphinium

Young plants, established in plant band pots, make beautiful display when set out in fall.

**Paul J. Howard's Pacific Hybrids.** See Seed List for varieties.

Dozen, \$1.50; 100 for \$10.00.

## Baby Primrose

**Primula malacoides.** Charming flowers for shade, with masses of feathery flowers. New varieties in rose, lilac, salmon, and white. 3 for 25c; 25 for \$1.25; 100 for \$5.00.

## Hollyhocks

**Double:** White, Yellow, Chamois, Lilac, Scarlet, Newport Pink, Rose, Salmon-Rose, Maroon; and Mixed.

**Single:** Rose, Maroon, Salmon, Yellow, White; and Mixed Colors.

**Price:** Separate Colors, 3 for 25c; 25 for \$1.25.

**Mixed Colors,** 5 for 25c; 25 for 90c.

## Gazania

**Padre Hybrids.** Wonderful range of colors. 3 for 25c; dozen, 75c; 25 for \$1.25; 100 for \$5.00.

## Iceland Poppy

**Emperor,** Orange; **Empress,** Salmon Rose and Pink Shades, **Coonaria Pink, White Wonder, Yellow Wonder.** 3 for 25c; 25 for \$1.25; 100 for \$5.00.

Price for All Bedding Plants in Plant Band Pots is:

25 Plants for 55c (dozen, 35c); 100 for \$2.00

except where quoted otherwise.



# PAUL J. HOWARD'S *California Flowerland* Seeds for Winter and Spring Flowers



ALYSSUM, VIOLET QUEEN

## Alyssum

Highly useful for beds, baskets, edgings and covers for bulb beds, also mixed with other flowers; sweetly scented.

**Violet Queen.** Very dwarf, compact, with pretty bright violet flowers. Makes a showy carpet or edging plant. **Packet 25c; oz. \$1.00.**

**Little Gem.** Dwarf, compact, pure white, best for edgings and low beds. **Packet 10c; 1/4 oz. 20c; oz. 60c.**

**Carpet of Snow.** New, very dwarf and compact, only 2 1/2 inches high; becomes a mass of snow white. **Packet 15c; oz. 75c.**

**Little Dorrit.** Very compact, 6 inches high, white flowers. **Packet 15c; oz. 75c.**

**Lilac Queen.** Improved deep lilac. **Packet 15c.**

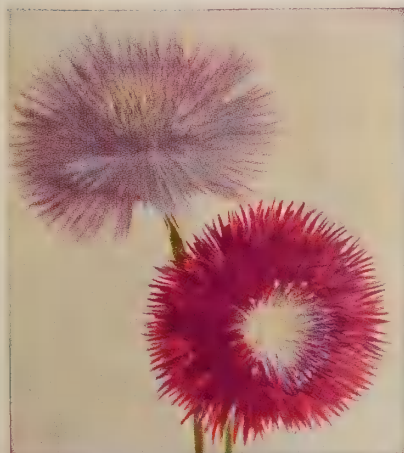
## Anemone

**Giant French, Single Mixed.** (Bulbous). We offer a fine strain of seed of these favorite winter and spring flowering plants in a colorful mixture of crimson, rose, blue, purple and white. **Packet 25c.**

## Candytuft

Low growing annual, with erect racemes of small fragrant flowers. For edgings, bedding and cutting. **Carmine, Crimson, Flesh Pink, Lilac, and White.** **Packet 15c; oz. 40c.**

**Giant White Hyacinth Flowered.** Long spikes of large, pure white flowers. **Packet 15c; oz. 75c.**



SWEET SULTANS

## Bachelors' Buttons

**CENTAUREA cyanus.** Cornflowers. Favorite annuals, growing in any garden soil. We offer the giant double flowered strain, with more vividly colored flowers. **Blue, Rose, Mixed.** **Packet 10c.**

## Sweet Sultans

**CENTAUREA Imperialis.** Sweet Sultans. Beautiful flowers of thistle-like form, sweetly scented, produced on long straight stems, lovely for cutting. **Lavender, Rose, White, and Mixed Colors.** **Packet 15c.**

**CENTAUREA suaveolens.** Yellow Sweet Sultan. **Packet 15c.**



BACHELORS' BUTTONS

## Prize Cinerarias

Our prize strains of Cinerarias are without a peer for glorious color and the huge size of their blossoms, which are borne in immense heads above compact, shapely plants. There is no other flower which will so brighten a shady place in spring.

**PAUL J. HOWARD'S PRIZE.** Besides our unequalled mixture of gorgeous colors we put up the seed of these in separate color shades. Pink and salmon shades, crimson and red shades, blue shades, and mixed. **Packet 50c.**

**PAUL J. HOWARD'S PRIZE, NEW ZONAL TYPE.** A mixture of the large flowered type with light eye or zone in the center of the flower. **Packet 50c.**

**STELLATA AND CRUENTA HYBRIDS.** Star Cineraria. Profuse clusters of starry flowers on tall growing plants. Splendid in the background. **Packet 25c.**

## Blue Lace Flower

**Didiscus.** Lacy, sky-blue blossoms on long stems like Scabiosa, pretty for cutting. **Packet 15c.**

## African Golden Daisy

*Dimorphotheca*

Showy in beds and borders, blooming quickly from seed sown in pulverized soil, in sunny location, like poppies.

**Golden West,** bright yellow; **Aurantiaca,** orange; **Salmon Beauty,** soft salmon pink; **Mixed Colors.** **Packet 10c; 1/4 oz. 40c.**

## Gaillardia

*Seed may be sown the year 'round. Flowers valuable for cutting.*

**Gaillardia.** Paul J. Howard's Double Annual Gaillardias. Very fluffy, large double flowers in the richest shades of orange, salmon, rose, scarlet, maroon, gold and yellow, mixed. **Pkt. 15c.**

**Indian Chief.** Single flowers of rich bronze mahogany. **Packet 15c.**

## Calendulas

**Pot Marigolds.** Easily grown, free flowering annuals, showy for bedding and favorites for cutting.

**Orange King.** Bright orange with dark eye. **Packet 10c.**

**Lemon Queen.** **Packet 10c.**

**Ball's Gold.** Very large deep golden yellow, dark center. **Packet 15c.**

**Campfire.** Extremely large flowers of deep orange, with scarlet sheen; long stemmed. **Packet 15c.**

**Chrysantha.** Buttercup yellow flowers with in-curved petals loosely arranged, giving the effect of a chrysanthemum. **Packet 15c.**

**Orange Sunshine.** Chrysantha type flowers of bright orange. **Packet 15c.**

**Orange Fantasy.** Coppery orange, petals edged mahogany red. **Packet 15c.**

**Yellow Colossal.** Extra large flowered chrysantha type; very free bloomer. **Packet 25c.**

**Twilight.** Chrysantha type, lovely soft cream color, very large. **Packet 25c.**

## Clarkia

Attractive free flowering annual, of easy culture, for bedding, borders and cutting. Long leafy stems covered with dainty flowers, like sprays of peach blossoms. **Apple Blossom Pink, Carmine, Copper Scarlet, Orange Scarlet, Scarlet, Purple, White; and Mixed Colors.** **Packet 15c.**

## English Daisy

**Bellis.** Giant Double. Rose, Red, White or Mixed. **Packet 25c.**

## Painted Daisy

*Annual Chrysanthemums*

Bushy plants resembling Marguerites, with daisy-like flowers in many colors, with contrasting zones and centers. Easily grown, free-flowering, and splendid cutflowers.

**Eldorado.** Golden yellow with dark eye. **Packet 15c.**

**Tricolor. Finest Mixed.** Shades of yellow, bronze, scarlet, copper, rose, and purple. **Packet 15c.**

**Double Annual Chrysanthemums.** Showy and effective cutflowers that last well in water. **White, Yellow, Purple, Scarlet, and Mixed.** **Packet 15c.**



CALENDULA, CAMPFIRE



## Delphinium

*Fall sowings make large blooming plants in early spring, followed by plentiful summer bloom.*

**California Flowerland Pacific Giant Hybrids.** Magnificent towering spikes of marvellous beauty, made a wonderful display last summer at California Flowerland. From the finest plants in these flower beds, our seed was selected, in separate colors and color blends.

**Deep Blue Shades, Medium Blue Shades, Light Blue Shades, Lavender Pastels, including Pink Tones, Violet Shades, Giant White.** Packet of 100 seeds, 50c; 250 seeds, \$1.00.

For Plants of Delphiniums, See Page 24.

## Gaillardia

Perennial

**Portola Hybrids.** Blooming in spring and summer from seed sown in fall. Deep bronzy red, tipped golden yellow, very large single flowers, fine for cutting. **Packet 25c.**

## Gazania

*Sow seed of this perennial any time of year.*

### HOWARD'S NEW EVERBLOOMING PADRE HYBRIDS

A wonderful new everblooming strain of this showy flower, the result of six years' selection by Mr. Edward A. Howard. Beds of these Gazanias were in bloom constantly for 40 months in the Palisades Park in Santa Monica.

The flowers are twice the size of ordinary Gazanias, and range from cream, buff and yellow shades to deep orange, salmon, rose, and maroon, some oddly marked and zoned with olive green, brown or cinnabar red.

Gazanias require an open sunny position with good drainage, plenty of water, and occasional applications of fertilizer, to produce the finest flowers. **Packet 35c.**

## Godetia

Gay, showy annuals especially suited to half-shady locations; deservedly popular as cutflowers because of their lasting qualities and bright, azalea-like flowers.

**Duke of York.** Single flowers of crimson, with white center. **Packet 15c.**

**Kelvedon Glory.** New. Glowing salmon orange. Semi-dwarf, fine for bedding. **Packet 15c.**

**Delicata.** Semi-dwarf plants covered with masses of rose pink single flowers, shading to blush pink. **Packet 25c.**

**Dwarf Double, Mixed Colors.** **Packet 15c.**

**Tall Double, Mixed Colors.** **Packet 15c.**

## Horned Poppy

**Glaucium.** Strikingly beautiful, large, glistening orange, and orange yellow flowers are produced in profusion on robust plants, 2½ to 3 feet high. They are lasting as cutflowers. **Packet 15c.**

## Baby Breath

**Gypsophila. Paniculata.** Single white. **Packet 15c.**  
**Double Snow White.** **Packet 25c.**

## Hollyhocks

**Hollyhocks.** Showy, tall growing perennials for the border. If sown in the fall, they will flower in spring. We offer three fine strains.

**Giant English Doubles—Chamois, deep Rose, Maroon, Newport Pink, Salmon, Scarlet, Yellow, White.** **Packet 15c.**

**Single Early Flowering.** Large, hibiscus-like flowers of satiny texture. Pink, Rose, Scarlet, Maroon, Chamois, Yellow, White, and Mixed Colors. **Packet 15c.**

**Double Begonia Flowered, Pastel Mixed.** Grows about 5 ft. tall, with huge double fringed flowers, 4 to 5 inches across. Lovely light pastel shades. **Packet 25c.**

## Strawflowers

**Helichrysum (Everlasting).** The most popular and attractive of all strawflowers, grows anywhere. Very large double flowers on tall stems. **Canary Yellow, Crimson, Purple, Rose, Salmon, and Mixed Colors.** **Packet 15c.**

## Larkspur

**LARKSPUR. Cockade Type.** An improved strain of the base branching Giant Imperial Larkspur, producing a more symmetrical plant, with taller flowering spikes and closer spaced double florets. Showy and beautiful for massing in the garden, and exquisite for cutting.

**Blue Cockade.** Rich lilac-blue.  
**Cinnabar Cockade.** Brilliant rose.  
**Rose Cockade.** Salmon rose.  
**Pink Cockade.** Light salmon pink.  
**Sapphire Cockade.** Deep lilac.

**Violet Cockade.** Rich violet purple.  
**White Cockade.** Pure white.  
**Cockade Mixed.** A balanced mixture consisting of the above named varieties.

Price: **Packet 25c; 5 packets for \$1.00.**

## Mexican Tulip Poppy

**Hunnemannia. Single Yellow.** **Packet 15c.**  
**Sunilte (New). Semi-double. Yellow.** **Packet 25c.**

## Linaria

**LINARIA. Baby Snapdragons.** Pretty annuals with small dainty flowers resembling miniature Snapdragons. Attractive in the border and nice for cutting.  
**Maroccana Hybrids, Mixed.** Bright colors, crimson and rose shades, gold and blue. **Packet 10c.**

## Mignonette

*Sow almost any time; blooms best in cool weather.*

**MIGNONETTE.** Prized for its fragrance. Ours are the finest florists strain, for cutflowers.

**Machet Golden.** Rich yellow.

**Machet Goliath.** Large red spikes.

**New York Market.** Unusually large spikes of bloom, creamy white and gold.

Price: **Packet 15c.**



CALIFORNIA FLOWERLAND DELPHINIUM  
Medium Blue Shades.



CALIFORNIA FLOWERLAND DELPHINIUM  
Lavender—Pastel Shades.



## Myosotis

Sow September on for winter and spring bloom.

**MYOSOTIS. Forget-Me-Not.** They bloom early, in cool, moist situations.

**Blue Bird.** The finest variety, strong growing, free flowering, shapely and of the richest deep blue. **Packet 25c.**

## Nicotiana

Seed may be sown any time.

**NICOTIANA. Sweet Scented Tobacco.** Easily grown annual plants, with masses of star-shaped blossoms resembling petunias, but with longer tubes. Very fragrant, particularly at night.

**White.** The tallest and most fragrant. **Pkt. 15c.**

**Crimson King.** Dark velvety crimson. **Pkt. 15c.**

**Hybrids Mixed.** All shades. **Packet 15c.**

## Nierembergia

### BLUE CUP FLOWER

**NIEREMBERGIA coerulea.** Very dwarf, compact little border plant, with grey-green foliage, and masses of lovely cup-shaped flowers of lavender blue. Almost everblooming. **Packet 25c.**

## Pentstemon

One of the showiest perennials, lovely for the garden and equally fine as a cutflower. Shiny clean foliage and graceful tall sprays of bright flowers over a long season. Plants bloom the first year from seed.

**Carmine Shades, Red Shades, Violet Shades.**  
**Price: Packet 25c.**

**Castle Forbes. (Gentianoides).** Very large flowers of vivid carmine, with white throat. **Packet 25c.**

**Sensation Mixed.** All colors of the large flowered Pentstemons. **Packet 25c.**

**Miniature Hybrids.** Graceful sprays, covered with miniature flowers in a wide range of colors. Early, free flowering. **Packet 25c.**



LARKSPUR, ROSE COCKADE

## Phlox Drummondii

### ANNUAL PHLOX

Seed of Annual Phlox may be sown the year 'round.

Unexcelled for a continuous show of color in the garden, and for cutflowers for the house. They are easily grown from seed.

**PHLOX GIGANTEA—ROSY MORN, All-America Selection for 1941.** Huge flower-heads of very large brilliant rose flowers, with white eye. Early, free-flowering. **Packet 25c.**

**PHLOX GIGANTEA SALMON GLORY.** Clear salmon pink with white eye. **Packet 25c.**

**PHLOX GIGANTEA—Art Shades. California Flowerland Mixture.** Soft pink, rose, light blue, violet, mauve, all with white eye. Giant flowers in big showy flower-heads. **Packet 25c.**

**GRANDIFLORA VARIETIES.** Popular for beds and cut flowers.

Flesh Pink  
Rose  
Crimson  
Scarlet

Lilac  
Violet  
White  
Mixed

**Price: Packet 15c; 6 packets for 75c.**

**DWARF PHLOX.** Grows four to six inches high, ideal for low beds and borders.

**Fireball.** Scarlet. **Snowball.** Pure white.

**Choice Mixed.** All colors, including rose, pink, and other shades.

**Price: 25c per packet.**

## CALIFORNIA FLOWERLAND

## Prize Pansies

**PAUL J. HOWARD'S SUPER SWISS GIANTS.** This is most popular of all for show purposes, for gorgeous beds and for use as cut flowers in corsages or bowls. They are of huge size, with long stems, and display a range of color not found in any other type. This is the original true strain, highly improved. **Packet 50c.**

**SWISS GIANT BLUE.** (Thuner Sea). Immense deep blue flowers with blue-black centers.

**SWISS GIANT RED.** (Alpenglow). Rich shades of cardinal and garnet.

**SWISS WHITE.** Pure white.

**SWISS GIANT YELLOW.** Rich yellow with dark brown blotches on the lower petals.

**CORONATION GOLD.** Large flowers of canary yellow, the lower petals flushed golden orange, slightly ruffled.

**Price of the above, Packet 35c.**

**PAUL J. HOWARD'S BRILLIANT BEDDING PANSIES.** For beds of solid color their profusion of bloom makes them most desirable.

**EMPEROR WILLIAM.** Rich metallic blue. **Pkt. 25c.**

**GOLDEN QUEEN.** Brilliant yellow. **Packet 25c.**

**ORANGE KING.** Deep orange. **Packet 25c.**

**WHITE QUEEN.** Pure white. **Packet 25c.**

**MIXED.** Wide range of colors. **Packet 25c.**

## Iceland Poppy

### PAPAVER NUDICAULE

Seed may be sown almost any time. An excellent winter and spring flowering variety when planted in fall.

A lovely Poppy, exceedingly fine for cutflowers, lasting well when cut, and in great demand by florists.

**EMPEROR.** The finest orange sort, with extremely large fluted petals.

**EMPRESS.** New giant flowered salmon rose and pink shades.

**YELLOW WONDER.** The largest flowered yellow, with very long stems.

**WHITE WONDER.** Huge white flowers, showy yellow stamens.

**CALIFORNIA FLOWERLAND HYBRIDS. Mixed Colors.** An exceptionally fine strain of Iceland Poppies, giant flowered, including shades of yellow, orange, salmon and rose pinks, and white.

**Price: Packet 25c.**

## California Poppy

### ESCHSCHOLTZIA

The Golden Poppy of California, will grow anywhere, producing a brilliant display of gold and orange flowers in spring.

**AURANTIACA.** The true California Poppy.

**Packet 10c; oz. 35c.**

**NEW HYBRIDS. Mixed.** Wonderful new shades of orange, salmon, scarlet, cream and yellow. **Packet 15c.**

**CALIFORNIA FLOWERLAND CHOICE DOUBLE MIXED.** Orange, yellow, white, rose shades, in a well balanced mixture. **Packet 25c.**

## Ranunculus

**California Flowerland Hybrids.** These lovely spring flowers are grown from seed almost as easily as from bulbs, in sandy loam. We offer seed saved from our Flowerland plantings, in a mixture of brilliant colors—scarlet, crimson, rose, yellow, cream, and white. **Packet 25c.**

## Scabiosa

### PINCUSHION FLOWER

Seed may be sown the year 'round.

**BLUE MOON.** Imperial Giant Strain. Very large flowers of rich lavender-blue, with broad wavy petals. **Packet 25c.**

**PEACE.** Pure white, perfectly formed flowers. All-America Selection for 1941. **Packet 25c.**

**ROSETTE.** Beautiful deep rose, suffused with salmon; especially fine as a cutflower. **Pkt. 25c.**

Azure Fairy  
Blue Cockade  
Crimson  
Rose  
Snow White

Ageratum Blue  
Blackish Maroon  
Salmon Shades  
Peach Blossom Pink  
Mixed Colors

**Price of above Colors: Packet 15c.**

## Statice

**Perezii.** Panicles of rich blue everlasting flowers. Everblooming, large decorative deep green leaves. **Packet 15c.**

**Caspia.** Showers of misty and tiny pale lavender flowers on graceful stems. Splendid to mix with cut flowers. **Packet 25c.**



ANNUAL PHLOX MIXED

## Stocks

**PAUL J. HOWARD'S GIANTS OF CALIFORNIA.**

A giant flowered, very early strain of this handsome winter bedding plant. Grows 2½ to 3 feet tall, and produces long spikes, thickly set with immense individual florets in rich velvety shades. Splendid for the garden and for cutflowers.

**GOLDEN GATE.** Soft yellow.

**MOJAVE.** Huge flowers of velvety purple.

**MONTEREY.** Fine pink.

**PACIFIC.** Blue.

**RED WOODS.** Blood red.

**SANTA BARBARA.** Chamois.

**SANTA MARIA.** Pure white.

**SEQUOIA.** Rose carmine.

**TAHOE.** Fine lavender.

**YOSEMITE.** Deep rose.

**MIXED. Above Colors,**

**Prices: Pkt. 25c. 5 Pkts. for \$1.00.**

**BEAUTY OF NICE STOCKS.** A lovely strain of winter-flowering Stocks, of compact habit, about 18 inches high, with graceful flower stems; especially fine for bedding.

**Aurora.** Cream, tinted pink.

**Canary Yellow**

**Flesh Pink**

**Light Blue**

**Blood Red**

**Old Rose**

**Rose Pink**

**White**

**Mixed Colors**

**Prices: Pkt. 15c; 6 Pkts. for 75c.**

## Shasta Daisy

**Alaska.** The most popular of all the Shasta types. Height 2½ feet. **Packet 15c.**

## Sweet William

Favorite old fashioned biennial. Separate colors. Crimson, Scarlet, Pink, Turkey Red, White and Mixed. **Packet 15c.**



ICELAND POPPY, THE EMPEROR



# PAUL J. HOWARD'S *California Flowerland*

## Orchid Flowering WINTER SWEET PEAS

Prices of All Early Flowering Sweet Peas: Pkt. 15c; 1/2 oz., 35c; oz., 65c.



WINTER SWEET PEAS. PAUL J. HOWARD'S CALIFORNIA FLOWERLAND MIXTURE OF NAMED VARIETIES. Packet 15c; 1/2 Ounce, 35c; Ounce, 65c.

Any 6 Packets for 75c.

**AMERICAN BEAUTY.** Crimson rose.  
**AMETHYST.** Royal purple.  
**AVIATOR.** Dazzling crimson scarlet.  
**BACCHUS.** Rich deep red maroon.  
**BALL'S ORANGE.** Clear glowing orange.  
**BLUE BONNET.** Clear deep blue.  
**BRIDESMAID.** Large silvery pink.  
**CATTLEYA.** Rich lilac, waved and ruffled.  
**CHIME.** Fine light salmon pink.  
**EILEEN.** Salmon rose.  
**EXPOSITION PINK.** Rich clear pink.  
**FRAGRANCE.** Clear lavender, very fragrant.  
**GLITTERS.** Fiery cerise.  
**GRENADIER.** Bright scarlet.  
**IMPROVED HOPE.** Mammoth pure white.  
**JOSIE.** Deep rose pink. Largest and longest stemmed Sweet Pea in cultivation.  
**LAVANDA.** Large pure lavender.  
**ORIENTAL.** Deep cream.  
**RAMONA.** Luminous coral rose, yellow and pink shading.  
**RHUMBA.** Glistening golden cerise, huge duplexed blooms on strong stems.  
**ROSE PICOTEE.** Pure white flowers of large size, with salmon-rose edging; heavy stems.  
**SEQUOIA.** Golden salmon.  
**SHIRLEY TEMPLE.** Soft rose pink.  
**SWEET BRIAR.** Mammoth rose pink.  
**TAHOE.** Large wavy flowers of medium blue. Strong grower.

**Special Collection**  
**Six 15c Packets**  
**Paul J. Howard's**  
**Wonderful Winter**  
**Sweet Peas . . . . .** **75c**  
 POSTPAID  
**Separate Colors, and 1 Package**  
**NITRAGIN Inoculant.**

## Butterfly Flower

**SCHIZANTHUS. CALIFORNIA FLOWERLAND MIXED.** Beautiful bushy plants covered with dainty orchid-like flowers, delicate pink, lilac, cream and white, marked with contrasting colors. **Packet 25c.**

## Snapdragon

ANTIRRHINUM

Magnificent showy bedding plants, easily raised from seed, blooming from mid-winter until summer. They are splendid for massing in borders, and unexcelled as cutflowers.

We offer only the Rust Resistant strains, in the various types of Snapdragons, in a marvellous range of colors.

**MAXIMUM TYPE (about 3 feet tall)**

**Alaska.** Snowy white.  
**Campfire.** Luminous scarlet.  
**Canary Bird.** Bright yellow.  
**Cattleya.** Beautiful orchid color.  
**Copper Shades.** Almost every possible coppery shade.  
**Crimson.** Fiery crimson.  
**Fair Lady.** Pearly pink.  
**Indian Summer.** Velvety orange-scarlet.  
**Loveliness.** Soft rose.  
**Salmon Pink shades.**  
**Salmon Rose shades.**  
**Finest Mixed of above.**

Prices of Maximum Snapdragons: Packet 25c.  
 Five packets for \$1.00.

**DWARF MAGIC CARPET.** A new dwarf or Tom Thumb variety of creeping habit, growing only six to eight inches tall, with masses of short flower spikes of soft pink, salmon, and orange-rose colors. Lovely for the foreground of a border planting, and for rock gardens. **Packet 25c.**

## SUPER-MAJESTIC TYPE SNAPDRAGONS

A magnificent new group, with unusually fine flower spikes, for bedding and cutting. 1 1/2 to 2 feet.

**Autumn Glow.** Old rose suffused amber.  
**Dainty.** Soft pink.  
**Harmony.** Terra cotta and yellow shaded rose.  
**Orange Shades.** Rose, overlaid golden orange.  
**Red Shades.** Crimson, garnet and ruby.  
**Rose Shades.** Shades of rich begonia-rose.  
**Shasta.** Pure white.  
**Shell Pink Shades.**  
**Silver Pink.**

**Superb mixture of above and other rare colors.**

**ROSALIE.** Very large flowers, intense rose-pink, with deeper center, suffused with gold. Plants have a strong central stem, with ten to twenty lateral spikes, especially fine for cutting.

Prices of Super-Majestic Snapdragons: Packet 25c. Five packets for \$1.00.

## Verbena

### GIGANTEA HYBRIDS

A magnificent strain of Verbenas, free flowering, and of robust compact growth. Giant flowerheads of lovely fragrance. Easily grown in ordinary soil, requiring but little water.

**Etna.** Geranium red, white eye.  
**Lavender Glory.** Cream eye.  
**Royale.** Royal blue, cream eye.  
**Salmon Pink.** Giant salmon with white eye.  
**White.** Pure white.  
**Also Mixed Colors.**

Price: Packet 15c.

**Royal Bouquet.** Bushy upright plants, 12 to 15 inches high, with large flowers on long stems, auricula eyed, in brilliant colors. **Finest Mixed.** Packet 15c.

## Violas

Sow seed the same as Pansies.

**VIOLA CORNUTA. Tufted Pansies.** These charming Violas produce a lovely display of color from late fall until midsummer, and are unequalled for bedding and borders.

**Blue Perfection.** Porcelain blue.  
**White Perfection.** Pure white.  
**Chantreyland.** Pure apricot.  
**Arkwright Ruby.** Ruby crimson.  
**Lutea Splendens.** Bright golden yellow.  
**Papilio.** Light blue, white lower petal.  
**Papilio, Dark.** Deep violet, white lower petal.  
**Mixed Violas.** Shades of blue, yellow, and apricot.

Price of above: Packet 25c.

## Virginia Stocks

Sow seed from September first on. Plants bloom in a few weeks.

**VIRGINIA STOCK. Malcolmia maritima.** Pretty low-growing annuals, 8 inches high, for low borders or for covering bulb beds. Small bright flowers resembling stocks are produced over a long season. **Red, Rose, White, and Mixed.** Packet 15c.

## Wallflower

**WALLFLOWER.** Early annual, with double flowers, sweetly scented, in rich shades of yellow, gold, and brown. Blooms in three months from seed. **Packet 15c.**

**WALLFLOWER. English Type.** Spikes of fragrant flowers, brown, orange, and yellow shades on bushy plants; splendid for shady situations. **Single Mixed.** Packet 15c.  
**Double Mixed.** Packet 25c.



From .....



**PAUL J. HOWARD'S**  
**CALIFORNIA FLOWERLAND**

**11700 National Boulevard**

**LOS ANGELES, CALIF.**







# ORDER SHEET

|                               |  |
|-------------------------------|--|
| Order Number                  | <b>PAUL J. HOWARD'S CALIFORNIA FLOWERLAND</b><br><b>11700 NATIONAL BLVD., LOS ANGELES, CALIF.</b><br>TELEPHONES: Los Angeles—Ashley 4-2951<br>West Los Angeles—ARizona 3-1171 :: Santa Monica—4-2755 |
| Amount Enclosed               | Date....., 194.....  |
| Ship by                       | SOLD TO<br>P. O. ADDRESS<br>CITY STATE   |
| Please Write or Print Plainly |  |

Note: Above not to be filled in by customer.

SHIP TO

ADDRESS

Please Fill in if Shipping Address is Different From Mail Address

**IF VARIETY ORDERED IS OUT OF STOCK, MAY WE SEND SUBSTITUTE?**

[illegible]

Customers not having established charge account should send remittance with order. We do not ship plants C. O. D.

### Check Addition Carefully

ALL PRICES IN THIS CATALOG SUBJECT TO CHANGE WITHOUT NOTICE



# PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

|  | QUANTITY | DESCRIPTION  | PRICE | TOTAL |
|--|----------|--|-------|-------|
|  |          | <b>AMOUNT BROUGHT FORWARD</b>                              |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          |  |       |       |
|  |          | Postage  |       |       |
|  |          | Sales Tax    3 % in California<br>No Tax out of California |       |       |
|  |          | <b>Total Amount</b>  |       |       |
|  |          | CHECK YOUR ADDITION CAREFULLY                              |       |       |

**Compute California  
State Sales Tax  
as follows:**

|        |    |        |    |     |
|--------|----|--------|----|-----|
| 1c     | to | 14c    | no | tax |
| 15c    | to | 49c    | —  | 1c  |
| 50c    | to | 83c    | —  | 2c  |
| 84c    | to | \$1.16 | —  | 3c  |
| \$1.17 | to | 1.49   | —  | 4c  |
| 1.50   | to | 1.83   | —  | 5c  |
| 1.84   | to | 2.16   | —  | 6c  |
| 2.17   | to | 2.49   | —  | 7c  |
| 2.50   | to | 2.83   | —  | 8c  |
| 2.84   | to | 3.16   | —  | 9c  |
| 3.17   | to | 3.49   | —  | 10c |
| 3.50   | to | 3.83   | —  | 11c |
| 3.84   | to | 4.16   | —  | 12c |
| 4.17   | to | 4.49   | —  | 13c |
| 4.50   | to | 4.83   | —  | 14c |
| 4.84   | to | 5.16   | —  | 15c |
| 5.17   | to | 5.49   | —  | 16c |
| 5.50   | to | 5.83   | —  | 17c |
| 5.84   | to | 6.16   | —  | 18c |
| 6.17   | to | 6.49   | —  | 19c |
| 6.50   | to | 6.83   | —  | 20c |
| 6.84   | to | 7.16   | —  | 21c |
| 7.17   | to | 7.49   | —  | 22c |
| 7.50   | to | 7.83   | —  | 23c |
| 7.84   | to | 8.16   | —  | 24c |
| 8.17   | to | 8.49   | —  | 25c |
| 8.50   | to | 8.83   | —  | 26c |
| 8.84   | to | 9.16   | —  | 27c |
| 9.17   | to | 9.49   | —  | 28c |
| 9.50   | to | 9.83   | —  | 29c |
| 9.84   | to | 10.16  | —  | 30c |

Add 1c tax for each 33c  
in amount.

## MESSAGE

**Additional Order Blanks furnished on request.**

### NON WARRANTY:

We give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.

## PAUL J. HOWARD'S CALIFORNIA FLOWERLAND.



# PAUL J. HOWARD'S *California Flowerland*

## Giant Amaryllis Hybrids

Among the most sensational flowers of the entire plant kingdom, for garden and pot culture, the blooms often attain the amazing diameter of nine to ten inches and over. The immense flowers are of model form, with great brilliancy and range of coloring, from pure white ground with markings of other tints, to dazzling scarlet, crimson, maroon, rose, carmine self colors. In addition to our glorious mixture, we now offer bulbs in separate shades.



### Giant Amaryllis Hybrids

**Red Shades.** Crimson, carmine, and deep red self colors.

**Scarlet Shades.** Brilliant scarlet, orange scarlet self colors.

**Rose and Pink Shades.** Soft tones of clear self colors.

**White Ground,** with pink and red stripes.

Price of enormous bulbs of the above colors:

**Each, 75c; 3 for \$2.00; dozen, \$7.50.**

### Rare White Amaryllis.

Nearest approach to pure white, without stripes.

**Each \$1.00; 3 for \$2.70; dozen, \$10.00.**

### Giant Amaryllis Hybrids.

**Mixed Colors.** This mixture contains all available colors. **3 for \$1.00; dozen, \$3.50.**

*Plant Amaryllis in rich soil with sunny exposure, with neck of bulb just above the surface. (Bulbs planted deep will not bloom). They soon make large clumps. For pot culture, use a 7- or 8-inch pot, with a light, friable rich soil mixture. Keep in a cool shady place until roots develop, then remove to more sunny exposure, or to living room window, if desired for indoor culture.*

*Bulbs ready in November, may be planted until April first.*

**PAUL J. HOWARD'S  
California Flowerland  
11700 National Boulevard,  
Los Angeles**





*Our Giant Size King Alfred Daffodil Bulbs Produce More Flowers*

**PAUL J. HOWARD'S CALIFORNIA FLOWERLAND**  
11700 NATIONAL BLVD., LOS ANGELES, CALIF.